



Training Seminar Provides

"Each speaker had me thinking that I shouldn't just think about money, but how important this business is to UA's policyholders and prospects."

"This seminar is like having your batteries charged."

"The session was very informative and helpful. If I use 50 percent of what I learned, I will make muchos \$\$."

"The Managers all made me feel welcome and part of the family."

Through the New Agent Training seminars, UA is helping new Agents get a fast start. The seminars, which are held every two to three weeks in various cities throughout the country, are designed to train, inform and motivate new Agents. The new Agents hear from a host of experts in a wide variety of formats from Don Runge, the "Lead Guru", on UA's lead and marketing

opportunities, to a to pick the brains Managers. While "training" is motivation, information learning curve.

Here's some highlights of a typical seminar

The **Agent Discussion Panel** includes some of United American's top producing Agents, men and women who have time-tested techniques and experience who lend valuable insight.

"The Agent Discussion Panel was good. I enjoyed hearing from experienced Agents. It's real life in action."

Las Vegas seminar

"The panel was insightful, especially the Valedictorian. It lets me know that I, too, can be successful with UA."

Atlanta seminar

The **Sales Cycle** session offers tips on from approaching prospects' homes to prospects' insurance needs. Several techniques are covered, including the method of fact finding and using the acronym to breaking the ice during the

"The Table Top presentation, the way it breaks down to basics, explaining the prospect's anyone can understand, is fantastic."

Atlanta seminar

"The Sales Cycle session took me through covered the progression of the sale all the way to the end."

Atlanta seminar

Other training sessions include an **Overview of Medicare, Presenting**

For Upcoming Training

can Has Class

des New Agents With Head Start

an interactive discussion panel that allows Agents
of some of UA's top producing Agents and

s the operative word in the seminar's title,
nation and fun are keys to the

While the schools are completely voluntary, an Agent or a Manager may pick up ideas that can help make a sale or get in more doors. Little adjustments in technique can make a big difference. It takes time to polish a presentation and the end result has to be what works for the individual Agent. Bottom line, "A-P-P: Activity Produces Production," just like the "Lead Guru" says.

nar and what new Agents are saying about the workshops:

everything
filling the
practical
"Table Top"
H-E-L-P
the warm-up.
breaks everything
needs in a way

gh the door and
e way through

New Agents always list **Don Runge's Lead Presentation** as one of the most informative and entertaining sessions of the seminar. With his dynamic style, the "Lead Guru's" philosophies of "Perfect Practice Makes Perfect," "Only No Leads are Bad Leads" and "Get Up, Get Out and Get In" get new Agents pumped up and ready to roll.

"Don Runge's leads presentation was just plain excitement and energy."

Las Vegas seminar

"I used to think that there were good leads and bad leads. Now I know, all leads are good and only I can make them bad."

Oklahoma City seminar

Overcoming Objections is also a seminar favorite. The workshop helps Agents overcome all kinds of objections, including the popular, "I want to think about it."

"The session on overcoming objections had a lot of interesting and creative ideas."

Indianapolis seminar

"One of the most helpful tips was learning how to overcome objections before prospects have a chance to use them."

Dallas seminar

g UA's Final Expense Product, a Telephone Clinic and a Demonstration Sales Presentation.

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