

# What's In Your **BACKPACK?**

Okay. You've read up on the products, studied the market, and targeted prospects. It's time to go out and sell. But before you head out the door, ask yourself an important question: **What's in my backpack?**

Your backpack should be filled with essential marketing and sales tools designed to answer customer questions and help you close the sale. Let's take a look at what's in the backpack to the left and see how these materials can assist you, the Agent, during the sales process.

## 1. **UA Print Ads.**

UA offers the Branches a variety of free print ads, ranging in focus from life insurance to HMO withdrawals. Just about any time of year for any occasion, we have an ad available to suit your purpose. Ads not only generate leads, but create contact with customers which can assist in fact finding. Check the Marketing Tools approval chart for state availability.

## 2. **UA's Memorial Guide.**

The Memorial Guide is a useful tool for helping clients understand their life insurance needs. The complimentary pamphlet does just what the name implies: it "guides" the client's thinking in a respectful way towards being prepared and protected in the circumstance of an untimely death. A completed guide will contain important information such as a customer's vital statistics, personal information, funeral instructions, important documents, and life review. Use it with all your sales presentations whether health or life, and, as an added assistance, help your clients complete the guide.

## 3. **A Story Worth Telling Brochure.**

*A Story Worth Telling* is an excellent brochure designed to introduce potential clients or recruits to our Company. The brochure outlines UA's growth, introduces products, and emphasizes UA's stability and commitment to service. It also contains policyholder testimonials and contact information. This is a good piece to provide prospective customers as you begin your presentation. *A Story Worth Telling* is free and available in all states, excluding Montana and New Jersey.

## 4. **A.M. Best Mini Brochure.**

Also an excellent item for use during the sales presentation, the mini-ratings brochure is also free and contains information on United American's financial standing and explains our "A+ Superior" rating by A.M. Best. The mini-brochure offers concrete evidence from a third party of United American's fiscal integrity. UA has been rated "A+ Superior" for 30 consecutive years, which is also a testament to our stability.

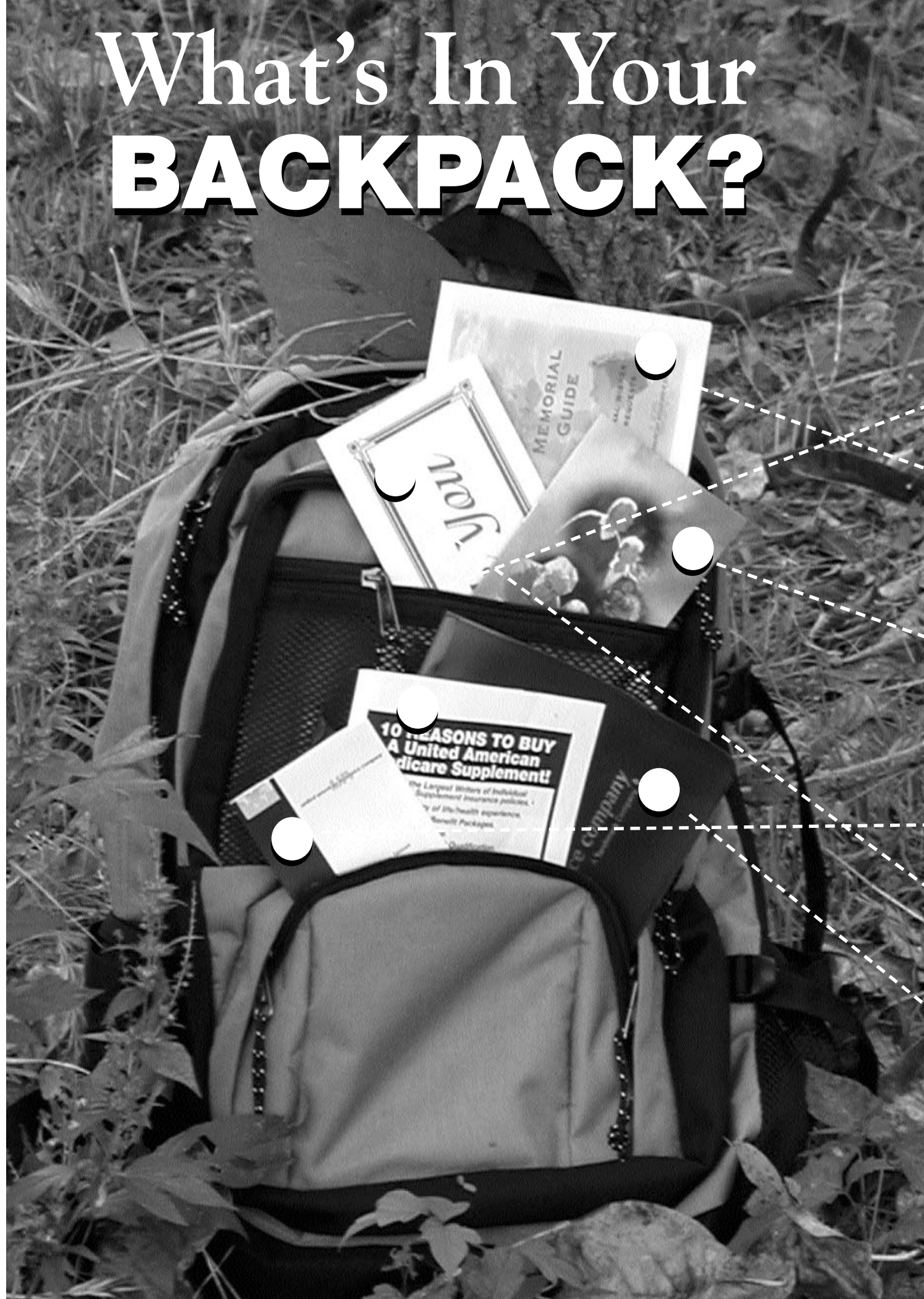
## 5. **"Thank You" Notes.**

Not only is a "thank you" noticed and appreciated by the client, but it is the perfect opportunity for Agents to establish a high service standard for new customers. UA offers two varieties. The first, pictured to the left, is the pre-printed version included in the Welcome Kit. The second is a blank card which is navy blue with gold foil letters. Both "Thank You" notes are ten cents each, including envelope. By enclosing a business card, the new policyholders will know how to reach you quickly with any questions (or referrals!) they might have.

## 6. **The Welcome Kit.**

The Welcome Kit is also a post-sale service piece. This sturdy, vinyl folder contains pockets for the policy and other important documents, a place for your business card, a pre-printed "Thank You" note with envelope, and a referral lead card. The folder is 75 cents, and the "thank you" note with envelope is 10 cents, for a total cost of

**To order supplies, Branch Managers may call the Home Office or simply e-mail Branch Service.**



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