

UBI "OUR BEST ALWAYS"
 NEWS TO "U"

UNITED BENEFITS, INC.

Vol. 84 No. 6 Richardson, Texas

BAHAMAS: PARADISE ISLAND

June Winner
Blanca Orozco!!
 21,164 points

Agent with the highest monthly points
 wins \$750.00 and 500 bonus points
 (\$1000 over 10,000, \$1250 over
 20,000)

WAY TO GO!
Blanca!!!

Agents with over 4,000 points win
 \$200.00 (\$500.00 if over 5,000 and
 \$750.00 if over 10,000)

Additional June Winners:

- ★ Christian E Avalos 16,552 Points
- ★ Jose Luna 11,005 Points
- ★ Elva Judith Castro 10,786 Points
- ★ Delia F Valle 8,783 Points
- ★ Esther Calvo Avalos 7,941 Points
- ★ James A Richter 6,726 Points
- ★ Gerardo H-Seturino 5,197 Points
- ★ Illiana A Guerrero 5,026 Points
- ★ Alma Rosa Cobos 4,630 Points



Top Performers accepting awards in the Bahamas, from top left: Leon & Velma DeLeon for 1st place Memorial Funeral Home, with President Charlie Allison and Chief Marketing Officer Eduardo Salido; Kathy Brown, Tim & Barbara Brown for 2nd place Ric Brown Family FH; Lee & Judith Castro family for 3rd Place Legacy Chapels; Eddie Garza and Julie Ann Estrada accepting for Juan Garza, Jr., 1st Place Agency; David Calvo 3rd Place Agency (Joe Lopez 2nd Place Agency not pictured); Christian Avalos 1st Place Agent, Jose Luna 3rd Place Agent (Blanca Orozco 2nd Place agent not pictured). See page 3 for additional Top Performer award pictures.



EDUARDO PRESENTS...

SUCCESS

Why is being a great closer not enough to be a successful salesperson?

In my opinion a successful salesperson is one who meets the company's and their own sales quota every month. I've talked to some great salespeople that are somewhat successful, while I've talked to average salespeople who are extremely successful.

Selling skills are important, but THE most important resource a salesperson should have, is Traffic!



There is no such thing as a salesperson who closes 100% of their prospects, but let's pretend there is someone out there. They close at 100%, but they have zero prospects, or they have 10 prospects per month. After a month, they will have sold no more than 10 policies.

The other salesperson closes at 20%, which is lower than average. But this person invests in their business by buying leads every month. Every month he buys 100 leads. At a 20% close ratio, he sells 20 policies per month.

Every interaction the second salesperson completes will make him a better closer. With time he will improve and get better and one day, if he continues to invest in 100 leads per month, he will close 30 policies, then 40, then 50 eventually. Some sales experts can close at 60 to 70 percent. So, if he continues to practice and get better, he will become more effective and make more money with the same amount of investment (100 leads).

If you're a new agent, don't have much money to invest and are rough with your selling skills, make sure to plan so that one day you meet and accomplish all your sales and life goals.

It's very common for new agents to start in this business and sell their first policies to their family. After you sell these policies to your family members, you will have two options:

1. Spend the money
2. Invest the money

Being an insurance agent is a business. And it's YOUR BUSINESS!

If you treat it like a business, it'll grow like one.

But if you don't take care of it, don't feed it, nurture it, then it'll die like everything else.

The grass is only greener where you water it!

Our Best Always Since 1938!

Eduardo Salido



United Benefits Inc.

Atlantis Paradise Island, Bahamas 2022



Top Picture: The United Benefits group had a great time at the Atlantis Resort on Paradise Island, Bahamas.
 Award Winners Left to right above, Middle Row: John David and Elizabeth Santos family representing L&I Funeral Home; Monty and Brenda Roberts of Roberts Family Affordable FH;
 (not pictured: Hernandez-Lopez & Sons FH; Fry & Gibbs FH)
 Top Performer Agents: Delia Valle, Tim Brown; Bottom Row: Esther Calvo Avalos, Elva Judith Castro, Monty Roberts, G. Olinka Gomez, Alma Cobos, Luis Roberto Cobos, and Elizabeth Santos;
 (not pictured: Ronnie Nutt, Erika Cavazos, and Alfredo Elizondo)

Happy Birthday!!!
Anthony Perez
 * July 18th *
Nancy Cifuentes
 * July 29th *



**UFBLIC / UFDBLIC
CELEBRATING 84 YEARS of SERVICE
2022 CONTEST STANDINGS
Lake Tahoe, California/Nevada**



7 months - December through June

AGENT	#	Prior	This Month	Total Points	AGENT	#	Prior	This Month	Total Points
AVALOS, CHRISTIAN E	1	131,790	16,552	148,342	CHAIREZ-VALLADARES, E	16	18,915	2,673	21,588
OROZCO, BLANCA I	2	69,787	21,664	91,451	COBOS, ALMA ROSA	17	15,748	4,630	20,378
VALLE, DELIA F	3	50,050	8,783	58,833	CAVAZOS, ERIKA	18	19,371	378	19,749
AVALOS, ESTHER CALVO	4	42,698	7,941	50,639	HERNANDEZ, DIANA	19	16,536	2,079	18,615
LUNA, JOSE	5	36,106	11,005	47,111	MORENO, DELMY L	20	18,468	(789)	17,679
CASTRO, ELVA JUDITH	6	29,414	10,786	40,200	ELIZONDO, ORLANDO	21	15,092	1,529	16,621
GOMEZ, G OLINKA	7	34,317	2,065	36,382	TOLLE, AMY	22	15,997	-	15,997
RICHTER, JAMES A	8	29,584	6,726	36,310	SANTOS, ELIZABETH	23	12,219	3,626	15,845
ROBERTS, MONTY B	9	23,362	2,871	26,233	FERNANDEZ, MARIA	24	15,240	-	15,240
CANTU, CARILU	10	23,161	2,574	25,735	COBOS, LUIS ROBERTO	25	15,181	-	15,181
BROWN, TIMOTHY	11	24,494	-	24,494	ABREGO, RODOLFO	26	10,422	3,766	14,188
PEREZ, DORA A	12	22,988	-	22,988	SALINAS JR, DANIEL	27	12,775	1,347	14,122
PROCTOR, WALTER J	13	19,184	3,157	22,341	ARENAS, TOMASA	28	10,880	3,223	14,103
ELIZONDO, ALFREDO G	14	20,695	1,568	22,263	GUERRERO, ILLIANA	29	7,725	5,026	12,751
SANTOS, GRACE	15	18,443	3,605	22,048	NUTT, RONNIE	30	11,517	1,200	12,717

** Cutoff for July points is July 27th at 4:30 PM **

* 40,000 Points And Over Awarded On Policies Issued From December 1, 2021 to November 30, 2022 With 70% Persistency Wins Trip. There are other requirements and limitations. See contest rules for details.

Top Agencies: Juan Garza - 949,857 points; Jose Calvo – 207,530; Joe Lopez – 176,597
 Top FHs: Ric Brown Family FH – 199,465; Memorial FH - 185,322; Hernandez-Lopez & Sons- 130,979

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**United
Benefits, Inc.**

A Winning Attitude