

UBI "OUR BEST ALWAYS"  
NEWS TO "U"

UNITED BENEFITS, INC.

Vol. 84 No. 5 Richardson, Texas

Memorial Day

**April Winner**  
**Christian Avalos!!**  
**19,182 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!**  
**Christian!!!**

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

**Additional April Winners:**

- ★ Esther Calvo Avalos 13,282 Points
- ★ Blanca I Orozco 13,027 Points
- ★ Walter J Proctor 11,583 Points
- ★ Delia F Valle 10,169 Points
- ★ Diana Hernandez 8,969 Points
- ★ Monty B Roberts 8,365 Points
- ★ James A Richter 5,389 Points
- ★ Timothy Brown 5,188 Points
- ★ Orlando A Elizondo 5,169 Points
- ★ Elva Judith Castro 4,803 Points
- ★ G Olinka Gomez 4,646 Points
- ★ Alfredo G Elizondo 4,105 Points
- ★ Karlo Hugo Villanueva 4,045 Points



Memorial Day is an American holiday, observed on the last Monday of May, honoring the men and women who died while serving in the U.S. military. Memorial Day 2022 occurs on Monday, May 30.



Originally known as Decoration Day, it originated in the years following the Civil War and became an official federal holiday in 1971. Many Americans observe Memorial Day by visiting cemeteries or memorials, holding family gatherings, and participating in parades. Unofficially, it marks the beginning of the summer season.

Despite the increasing celebration of the holiday as a summer rite of passage, there are some formal rituals still on the books: The American flag should be hung at half-staff until noon on Memorial Day, then raised to the top of the staff. And since 2000, when the U.S. Congress passed legislation, all Americans are encouraged to pause for a National Moment of Remembrance at 3 p.m. local time. Some people wear a red poppy in remembrance of those fallen in war - a tradition that began with the World War I poem, "In Flanders Field," in which author John McRae gives voice to the soldiers who had been killed in battle and lay buried beneath the poppy-covered grounds.

It is tradition to place flowers on the graves of soldiers in cemeteries around the country during Memorial Day weekend. There are several growing programs that have set a goal of placing flowers on every grave of those soldiers who died during military service, in particular military cemeteries or regions of the country.

Parades and celebrations were mostly canceled in 2020 due to the coronavirus epidemic. In 2021, parades returned in a significant way. This year, parades and celebrations throughout the country are expected to be back to normal. We remember and honor those who gave their lives for our freedoms and liberties. Regardless of the year and circumstance, Memorial Day is always a good time to reflect and appreciate a little more clearly the sacrifices of the past.



# EDUARDO PRESENTS...

## Six Ways To Improve Your Business (Part 3 of 3)

In March, we looked at Body Language, Verbal Language, and Benefits.

Last month we explored Objections and The Close. This month we will look at the follow up to your sale.

### 6. Follow Up

Cash is King, so is Follow Up! Only 2% of sales are made on the first contact. Out of 100 qualified leads, only 2 will be converted into a sale after the first attempt. BUT an incredible **80% will be converted into a sale after the fifth to twelfth contact.**

Whatever you do, make sure follow up is one of them!

Always Thank the Customer for their business and trust in you. Send them a thank you note or email.

Don't forget to contact them regularly to look for any problems or opportunities. Many times, an opportunity for a second sale arises, either from another family member or due to changes in your customer's situation.

Any type of complaint needs to be addressed immediately. If a client asks for any special treatment, if you can, make it happen. But let your clients know you're going above and beyond, and they will feel committed to you. Ask them at any point, "What else can I do for you?"

And finally, Ask for Referrals! Happy Customer, Happy Life. Consumers will talk and talk about you and your company, whether it's good or bad. A referred customer spends 13.2% more than a noncustomer.

An amazing 83% of customers are comfortable making a referral after a positive experience. Customers are 4 times more likely to buy when referred by a friend. Even though 91% of customers say that they would give referrals, only 11% of salespeople ask for them.

"Quality is not an act; it is a habit." -Aristotle

Our Best Always,

Eduardo Salido



## ST. JUDE

Sixty years ago, in 1962, the survival rate for acute lymphoblastic leukemia (ALL), the most common form of childhood cancer, was 4 percent. That is the year that entertainer Danny Thomas (best known for his role in the 1950's television series "Make Room for Daddy") founded the St. Jude Children's Research Hospital in Memphis, Tennessee. Today, the survival rate for the once deadly disease ALL is 89 percent, largely due to research and treatment protocols developed at St. Jude.

St. Jude is the first institution established for the sole purpose of conducting basic and clinical research and treatment into catastrophic childhood diseases, mainly cancer. It has developed protocols that have helped push overall survival rates for childhood cancers from less than 20 percent when the hospital opened in 1962 to over 80 percent today.



St. Jude pioneered a combination of chemotherapy, radiation, and surgery to treat childhood cancers. On average, 7,800 active patients visit the hospital each year, most of whom are treated on an outpatient basis. No family ever pays St. Jude for anything. It has treated children from all 50 states and from around the world.

St. Jude is currently active in human gene therapy research, has recently developed bone marrow transplant techniques, treatments for pediatric AIDs, and for sickle cell anemia. Research findings at St. Jude are shared freely with doctors and scientists all over the world.



"Success in life has nothing to do with what you gain in life or accomplish for yourself. It's what you do for others." *Danny Thomas*

**Happy Birthday!!!**



**Rhonda Carrier**  
\* May 11th \*



## GRADUATION

Congratulations to all those who are graduating this year, whether it be for high school, college, grade school, or other!!



## LINCOLN MEMORIAL

May 30, 2022, marks the 100th anniversary of the dedication of the Lincoln Memorial. Inspired by the Parthenon in Athens, Greece, the memorial features a statue of the seated Abraham Lincoln; engravings of the Gettysburg Address and Second Inaugural Address, two of his greatest speeches; and murals with depictions of his greatest accomplishments as president.



The dedication of the Lincoln Memorial took place on Decoration Day (now known as Memorial Day) weekend. An estimated crowd of 50,000 attended the ceremony, while as many as two million listened across the country via the new medium of radio. Speakers included President Warren G. Harding and former president and Chief Justice of the United States William Howard Taft (who also served as chairman of the Lincoln Memorial Commission, which had overseen the design and construction of the memorial).



Over the nearly 100 years since the Lincoln Memorial was dedicated, the edifice and the surrounding landscape have taken on a significance beyond merely commemorating the 16th president. As one of the most recognized buildings in the world, the Lincoln Memorial has become a symbol of the United States of America, a backdrop for national celebrations and the nation's pre-eminent stage for the rallies and demonstration, particularly those for civil rights.

During May, the National Park Service and its partners will sponsor a number of commemorative activities which reflect on 100 years of honoring the legacy of Abraham Lincoln.



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



5 months - December through April

AGENT	#	Prior	This Month	Total Points	AGENT	#	Prior	This Month	Total Points
AVALOS, CHRISTIAN E	1	91,379	19,682	111,061	TOLLE, AMY	16	13,105	2,892	15,997
OROZCO, BLANCA I	2	50,703	13,027	63,730	HERNANDEZ, DIANA	17	6,376	8,969	15,345
VALLE, DELIA F	3	33,377	10,169	43,546	COBOS, LUIS ROBERTO	18	16,194	(1,013)	15,181
AVALOS, ESTHER CALVO	4	23,968	13,282	37,250	SANTOS, GRACE	19	13,360	1,598	14,958
LUNA, JOSE	5	29,265	2,939	32,204	FERNANDEZ, MARIA	20	12,518	2,122	14,640
GOMEZ, G OLINKA	6	25,507	4,646	30,153	CHAIREZ-VALLADARES, E	21	11,310	2,535	13,845
CASTRO, ELVA JUDITH	7	21,699	4,803	26,502	COBOS, ALMA ROSA	22	10,173	3,388	13,561
RICHTER, JAMES A	8	19,974	5,389	25,363	ELIZONDO, ORLANDO	23	8,003	5,169	13,172
BROWN, TIMOTHY	9	19,306	5,188	24,494	MORENO, DELMY L	24	8,909	3,990	12,899
ROBERTS, MONTY B	10	12,401	8,365	20,766	DOMINGUEZ, NATALIA	25	12,206	-	12,206
CAVAZOS, ERIKA	11	15,985	3,589	19,574	SANTOS, ELIZABETH	26	9,377	1,655	11,032
ELIZONDO, ALFREDO G	12	15,431	4,105	19,536	GILBERT, EVA	27	10,317	-	10,317
PEREZ, DORA A	13	15,517	3,805	19,322	KING, JEFFREY W	28	7,163	3,086	10,249
CANTU, CARILU	14	18,516	275	18,791	ARENAS, TOMASA	29	0	1,503	8,812
PROCTOR, WALTER J	15	6,242	11,583	17,825	NUTT, RONNIE	30	8,609	-	8,609

\*\* Cutoff for April points is May 26th at 5:00 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 - 688,924 points; Jose Calvo – 153,264; Joe Lopez – 133,362  
 Top FHs: Ric Brown Family FH – 152,582; Memorial FH - 129,328; Hernandez-Lopez & Sons - 99,491

United Funeral Directors Benefit Life Ins. Co.  
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**United  
Benefits, Inc.**

*A Winning Attitude*