



*Since 1938*

**UBI "OUR BEST ALWAYS"  
NEWS TO "U"**

UNITED BENEFITS, INC.

Vol. 86 No. 6

**80 YEARS**

**May Winner  
Christian Avalos  
24,087 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 May Winners:**

- Esther Calvo Avalos 20,316 Points
- Daniel Salinas Jr 14,930 Points
- Delia F Valle 14,702 Points
- Pamela Zuniga 12,704 Points
- Alma Rosa Cobos 8,562 Points
- Amos Ruiz Gutierrez 8,211 Points
- Christian Adali Avalos 8,041 Points
- Evangelina G Luna 7,438 Points
- Maria D Fernandez 7,000 Points
- Tammy Arenas 6,130 Points
- Blanca Estela Ruiz 5,910 Points
- Elva Judith Castro 5,143 Points
- Maria G Camarillo 5,096 Points
- Blanca I Orozco 4,845 Points
- James A Richter 4,829 Points
- Adolfo Seferino Nunez 4,274 Points
- Claudia B Stevens 4,038 Points



You probably heard about, or perhaps participated in, the recognition of the 80th anniversary of D-Day, the Normandy invasion in France during World War II. The heroism and great sacrifice of that time should never be forgotten.

Eighty years can be an interesting timeframe. In terms of our nation's history, the following events had 80 years between each of them.

1784 - Treaty of Paris was ratified, having been signed in 1783, officially ending the American Revolutionary War. Our United States of America was officially recognized. The relatively strange concepts of freedom, liberty, and democracy were adopted, even though such freedoms did not extend to all.

1864 - Decisive military victories in 1864 ensure a Union victory and the continuation of one United States. As a result, slavery was ended, and the country was deemed indivisible.



1944 - On June 6th, the Allies, led by the United States, successfully launch an invasion that would conclude with the fall of Nazi Germany. The Nazi concepts of genocide and racism were defeated.

2024 - Today. What will we do with it? Ideals of freedom, liberty, and democracy do not resonate everywhere in the world. Without the leadership of the United States in the past, it is unlikely these principles would be as prevalent or even imagined throughout the world, as they are today. Yet it is true that our country has not always extended the principles of freedom and liberty to all. Some cynicism about that is understandable, but at key points in history, our nation has shown progress and been an important, positive influence in the world. Let's all hope and pray that we as a country can more fully live up to the high ideals upon which we were founded.

*"Freedom is never more than one generation away from extinction. We didn't pass it to our children in the bloodstream. It must be fought for, protected, and handed on for them to do the same, or one day we will spend our sunset years telling our children and our children's children what it was once like in the United States where men were free."*  
 Ronald Reagan

# EDUARDO PRESENTS...

## Consultative Selling vs. Transactional Selling

A long-term relationship will be better than a short one, wouldn't you agree?

There are two reasons that I can think of right now why Consultative, or Relationship Selling is better than Quick Transactional selling.

First, it's the right thing to do. People don't like to be SOLD.

Second, the Consultant, will make more money.

When we become a Consultant, we start building relationships with the communities we serve. We look beyond one sale.

Get away from a selling mentality and let the customer tell you what they WANT and NEED.

According to Selling Power, "Consultative selling requires the mindset of helping customers solve problems, not a focus on purchasing."

The consultant will analyze the customer's needs and desires, and this requires listening. We need to know and understand the end user's needs before making any recommendations.

Transactional Selling is offering the same funeral home package to ALL your prospects regardless of their needs and desires.

Consultative Selling is offering an analysis to uncover desires and needs; then afterwards offering a recommendation tailored to their specific needs and desires.

The benefits of Consultative Selling are the following:

- Positive Experience for Customer

- Greater Persistency levels on new business (less chargebacks)

- Happy Customer

- Customer feels valued

- More referrals from happy customers

- Greater Commission payouts to agent

- A Complete funeral plan for family; therefore, less worries and future expense to family

- Building relationships beyond one sale

Consultative Selling will help you make more money by working less. You're probably asking yourself how is this possible? Consultative Selling is going to take more time per each interaction with every prospect, because you're doing a great job understanding the customer's needs and desires. By doing so, you'll write higher face amounts. If before we had to speak to four prospects to sell two of them \$5,000 preneeds. Now, we only need to speak to two, to sell one of them a \$10,000 preneed. Consultative Selling is about becoming more efficient with your time and uncovering ALL your prospect's needs and desires. Basically, not leaving meat on the bone.

*(continued on page 3)*



## Thirty-Five Years Ago

In stark contrast to D-Day memorials, this month also marks a different kind of anniversary - thirty-five years since the Tiananmen Square Massacre.

China, as a Communist socialist country, does not give its citizens the freedoms and liberties that we take for granted, such as freedom of speech, freedom of the press, and religious freedom.

In the 1970's and 1980's, facing the failing economic conditions that always accompany socialism, the Chinese government began to institute reforms that established a limited form of capitalism. This improved conditions significantly, and production increased by leaps and bounds. There were ongoing problems, however, with corruption and nepotism. Many also felt the education system did not prepare people for jobs in the changing economy. A lack of freedom thwarted innovation.

Beginning in April 1989, a group of student protesters began a movement that culminated in over one million protesters at Tiananmen Square alone, with many more elsewhere in China. They sought freedom and democracy.

Ultimately, the Chinese government cracked down on the protesters on June 4, 1989, killing hundreds or perhaps thousands depending on different estimates. Thousands more were arrested, some of whom were executed.

There will be no celebrations or commemorations this month in China for the protests and the massacre. The Chinese government forbids it.

The image of an unidentified man standing alone in defiance and blocking a column of Chinese tanks on June 5 remains a lasting one for much of the world, of the events. He is now renowned as the "Tiananmen Square Tank Man." It is unknown what happened to him.



Likewise, in Russia, another socialist dictatorship, those who protest or voice disagreements sometimes disappear or get arrested and thrown in jail. Alexei Navalny, a leading opposition leader of Vladimir Putin, died in prison earlier this year at age 47.

## Eduardo Presents... (continued from page 2)

I know trying new things can be scary, but I want you to try something out. In the next week, talk to two prospects. For one of them, I want you to talk to them at their home. When talking about preneed show them the GPL and Casket List and have them pick the casket they want.

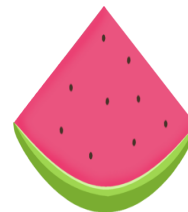
For the second interaction, I want you to meet the prospect at the funeral home. I want you to show them the different caskets and colors available. After both interactions, compare the total contract price and the price of the casket selected. This should help you decide that Consultative Selling is not just better for your prospect, but for your wallet as well.

The best salesperson is a teacher. Show don't tell. Show your prospects, don't just tell them.

"80% of your sales come from 20% of your clients."

Our Best Always,

Eduardo Salido



**Postal Rates Increase Again!** The price of a regular first class stamp, or forever stamp, increases to 73 cents on July 14, 2024, from its current 68 cents. The cost of mailing a postcard increases to 56 cents from the current 53 cents.

The last postal increase occurred just six months prior, in January of this year. This will be the sixth price hike since January 2021, and stamp prices alone have increased 36% since 2019. However, the USPS has also stated that it will not increase the price of renting a Post Office Box and will reduce the cost of postal insurance by 10%.



## Happy Birthday!!!



**Crystal Hernandez**

\* June 14th \*

**Tamika Whaley**

\* June 30th \*





**UFBLIC / UFDBLIC  
CELEBRATING 86 YEARS of SERVICE  
2024 CONTEST STANDINGS  
Madrid, Spain—Spring 2025**



6 Months: December - May

AGENT	#	Prior	This Month	Total Points	AGENT	#	Prior	This Month	Total Points
AVALOS, CHRISTIAN E	1	115,512	24,587	140,099	MORENO, DELMY L	16	13,466	3,848	17,314
AVALOS, ESTHER CALVO	2	47,512	20,316	67,828	STEVENS, CLAUDIA B	17	12,465	4,038	16,503
OROZCO, BLANCA I	3	51,667	4,845	56,512	ARENAS, TOMASA	18	10,267	6,130	16,397
VALLE, DELIA F	4	29,480	14,702	44,182	LIVAS, ARTURO	19	16,123	-	16,123
CANTU, CARILU	5	40,109	2,591	42,700	TOLLE, AMY	20	12,541	2,298	14,839
COBOS, ALMA ROSA	6	31,228	8,562	39,790	COBOS, LUIS ROBERTO	21	13,745	-	13,745
LUNA, EVANGELINA G	7	27,019	7,438	34,457	KING, JEFFREY W	22	12,368	700	13,068
GUTIERREZ, AMOS RUIZ	8	22,921	8,211	31,132	ZUNIGA, PAMELA	23	-	12,704	12,704
GOMEZ, G OLINKA	9	28,778	2,185	30,963	AVALOS, CHRISTIAN	24	4,011	8,041	12,052
FERNANDEZ, MARIA	10	23,378	7,000	30,378	NAVARRO, DOMINGO	25	11,852	-	11,852
SANTOS, ELIZABETH	11	25,030	2,406	27,436	RAMOS, SANJUANA R	26	11,324	-	11,324
SALINAS JR, DANIEL	12	4,053	14,930	18,983	ROBERTS, MONTY B	27	10,698	599	11,297
HERNANDEZ, DIANA	13	17,424	800	18,224	RUIZ, RAUL	28	11,081	-	11,081
ELIZONDO, ALFREDO G	14	15,309	2,732	18,041	SANTOS, GRACE	29	7,918	2,555	10,473
CASTRO, ELVA JUDITH	15	12,297	5,143	17,440	GILBERT, EVA	30	6,757	3,660	10,417

\*\* Cutoff for June points is **June 26th at 4:30 PM** \*\*

\* 50,000 Points And Over Awarded On Policies Issued From December 1, 2023 to November 30, 2024 With 70% Persistency Wins Trip. There are other requirements and limitations. See contest rules for details.

Top Agencies: Juan Garza - 420,634 points; Jose David Calvo - 271,536; Luis Roberto Cobos - 223,863  
 Top FHs: Memorial FH - 202,523; L&I Funeral Home - 157,080; Legacy Chapels - 152,567

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**United  
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*A Winning Attitude*