

UBI "OUR BEST ALWAYS"  
 NEWS TO "U"

UNITED BENEFITS, INC.

Vol. 86 No. 5

CARIBBEAN CRUISE

**April Winner**  
**Christian Avalos**  
 28,195 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)

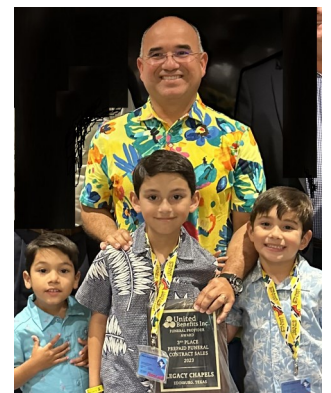
**Additional April Winners:**

- ★ Esther Calvo Avalos 22,151 Points
- ★ Amos Ruiz Gutierrez 15,050 Points
- ★ Diana Hernandez 10,431 Points
- ★ Maria D Fernandez 10,370 Points
- ★ Alma Rosa Cobos 10,082 Points
- ★ Evangelina G Luna 9,535 Points
- ★ Blanca I Orozco 9,459 Points
- ★ Sanjuana R Ramos 9,354 Points
- ★ Herman W Harden 7,020 Points
- ★ Delia F Valle 6,657 Points
- ★ Hannah L K Price 5,932 Points
- ★ Sanjuana G Gallegos 5,078 Points
- ★ Arturo Livas 4,963 Points
- ★ Delmy L Moreno 4,711 Points
- ★ Ruth Lozano 4,342 Points
- ★ Alfredo G Elizondo 4,130 Points
- ★ Domingo Navarro 4,128 Points
- ★ Raul Ruiz 4,042 Points
- ★ Christian Adali Avalos 4,011 Points



Top 2023 performers accepting awards, along with Company officers, on the Caribbean Cruise. Top left: Eduardo Salido, Chief Marketing Officer, Charlie Allison, President, Christian Avalos, 1st Place Agent, Gary Cox, Chief Operating Officer, Blanca Orozco, 2nd Place Agent, and Carilu Cantu, 3rd Place Agent. Left, Eddie Garza, RGA, accepting 1st place Agency for Juan Garza, Jr., Executive MGA; Jose David Calvo, RGA and 3rd Place Agency; (Jose "Joe" Lopez, MGA and 2nd Place Agency, not pictured)

Top Funeral Home Performers pictured below: Leon and Velma DeLeon, representing 1st Place Memorial Funeral Home; Grace and Christian Tabitha Santos, representing 2nd Place L&I Funeral Home; and Lee Castro, with sons Miguel, Marcelo, and Mateo, representing 3rd Place Legacy Chapels.



# 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







United Benefits award winners (above) as a group. Other individual winning agents are shown below. From left: Evangelina Luna, Olinka Gomez, Delia Valle, Judith Castro, Daniel Salinas, Delmy Moreno, Esther Avalos, Maria Fernandez, Alma Cobos, Luis Roberto Cobos, and Diana Hernandez; Winning as a General Agent is Ana Herrera; Winning Funeral Homes Kathy Brown of Ric Brown Family FH, and Ruth Lozano of La Paz Funeral Home. Not pictured are Monty Roberts, Hernandez-Lopez FH, and Salinas Funeral Home.



**MEMORIAL DAY**

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.

**UB Office** - Our offices will be closed on Friday May 24th and Monday May 27th in observance of Memorial Day.



**Happy Birthday!!!**



**Emily Pohr**  
\* May 12th \*





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



**5 Months: December - April**

AGENT	#	Prior	This Month	Total Points	AGENT	#	Prior	This Month	Total Points
AVALOS, CHRISTIAN E	1	86,817	28,695	115,512	MORENO, DELMY L	16	8,755	4,711	13,466
OROZCO, BLANCA I	2	42,208	9,459	51,667	TOLLE, AMY	17	10,581	1,960	12,541
AVALOS, ESTHER CALVO	3	25,361	22,151	47,512	STEVENS, CLAUDIA B	18	11,366	1,099	12,465
CANTU, CARILU	4	37,242	2,867	40,109	KING, JEFFREY W	19	11,868	500	12,368
COBOS, ALMA ROSA	5	21,146	10,082	31,228	CASTRO, ELVA JUDITH	20	11,210	1,087	12,297
VALLE, DELIA F	6	22,823	6,657	29,480	NAVARRO, DOMINGO	21	7,724	4,128	11,852
GOMEZ, G OLINKA	7	24,786	3,992	28,778	RAMOS, SANJUANA R	22	1,970	9,354	11,324
LUNA, EVANGELINA G	8	17,484	9,535	27,019	RUIZ, RAUL	23	7,039	4,042	11,081
SANTOS, ELIZABETH	9	21,857	3,173	25,030	ROBERTS, MONTY B	24	9,779	919	10,698
FERNANDEZ, MARIA	10	13,008	10,370	23,378	ARENAS, TOMASA	25	8,543	1,724	10,267
RUIZ GUTIERREZ, AMOS	11	7,871	15,050	22,921	PROCTOR, WALTER J	26	7,799	2,113	9,912
HERNANDEZ, DIANA	12	6,993	10,431	17,424	TELLEZ, ANNABEL	27	6,560	2,870	9,430
LIVAS, ARTURO	13	11,160	4,963	16,123	CANTU, OLGA L	28	7,840	299	8,139
ELIZONDO, ALFREDO G	14	11,179	4,130	15,309	CHAVEZ, MARINA	29	7,920	-	7,920
COBOS, LUIS ROBERTO	15	13,745	-	13,745	SANTOS, GRACE	30	5,908	2,010	7,918

\*\* Cutoff for May points is **May 29th 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 - 375,051 points; Jose David Calvo - 174,828; Luis Roberto Cobos - 173,552  
 Top FHs: Memorial FH - 159,397; L&I Funeral Home - 122,510; Legacy Chapels - 114,278

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

*A Winning Attitude*