



# United Security Assurance

Company of Pennsylvania

"Where Quality and Service Go Hand-In-Hand"  
800-872-3044 ♦ Fax: 215-723-3044

## Lead Generation Program

### You Don't Have A Second Chance To Make A First Impression

Are you spending less time selling and more time looking for a potential client to sell to? If so, you need to be using a direct mail program that will provide you with a 2-3% return rate and put you in front of new prospects. USA's lead generation program can do just that and more!

It's easy for you to take advantage of this direct mail program. To receive qualified leads from prospects who have expressed an interest in the products you're selling, just give us a call and tell us:

the number of pieces you'd like to have mailed, and  
the zip code(s) in which you'd like to mail.

The rest is up to us! We will:  
print the mailing package for you,  
secure a mailing list in the area you want to work,  
take care of all the details of getting your packages mailed, and  
handle all responses and forward them to you as soon as they're received.

All you have to do is follow up on the leads ... and make more sales!

#### Here's how the programs works ...

Direct mail is a profitable, time-tested method of prospecting. It offers you flexibility, selectivity and accountability. Prospecting by direct mail gives you control of the segment of the market you wish to reach ... and the selected sales messages. It affords you the opportunity to schedule your prospecting efforts. A properly organized and scheduled direct mail program will return your investment many times over.

#### What you'll get for your investment ...

A minimum mailing of 1,000 names is only \$412. This pricing applies to Medicare changes, Long Term Care and Final Expense mailings. This cost includes the following:  
the printing of the package,  
your mailing list (selected by geographic and demographic preferences),  
all mail shop services,  
postage (both outgoing and return),  
the handling of all returns, and  
the prompt delivery of all responses as they are received.

Should you request a duplicate list for your own use, one can be provided (with phone numbers, where available), at a cost of \$35 per thousand (plus \$20 shipping and handling).

#### Let's Get Your Leads Mailed Out Today!

First, you'll need to determine the number of pieces you wish to mail and the specific areas in which you'd like them mailed (by zip code). Then call Greg Landes at **215-723-3044 (ext. 137)**, he's available to answer any questions you might have and can assist you in getting your orders placed.

