

# What if your proposal could increase your sales by 40%?

## 6<sup>th</sup> Sense Proposals can do just that!

6<sup>th</sup> Sense Proposals, the Visually Dynamic Proposal System Created for the Insurance Professional



The last thing you want to hear from your prospects is, “Mr. Agent, I don’t understand your proposal.” Now, there’s a proven way to eliminate that statement forever! Here’s how -- 6<sup>th</sup> Sense Proposals organize and present your information in the way your prospect’s mind receives it. 6<sup>th</sup> Sense is the first proposal system designed to be *client centered, not agency centered.*

people: 1) receive information, 2) assimilate information, and 3) actually learn. 6<sup>th</sup> Sense Proposals sets you apart from and ahead of your competition. The result -- you stand out like a lighthouse in the dark!

### Why 6<sup>th</sup> Sense Works Like Magic!

People are bombarded daily with over 1,400 bits of information: news, articles, phone calls, mail. Fully 95% of it is screened out by our built-in “clutter barriers,” the part of the brain that protects us from information overload. If your proposal falls into that 95%, you’ve lost the race. But, scientific research performed by the Military and the Institute for Visual Understanding shows us how to build proposals that fall into the 5% your prospects want to see.



### The Payoff

Research conducted at the Institute for Visual Understanding produced what we call the “6<sup>th</sup> Sense Proposal.” When you use this program, your prospects simply “get it.” They will immediately understand your offer, maybe for the first time. You are assured of creating a proposal that will be crystal clear to your market. It’s so friendly, your prospect is urged to read it. And, that’s not all! Look!

### Here’s how it works.

**Fact.** Retention increases from 14 to 38% when listeners see as well as hear.

**Fact.** A presenter’s goals are met 34% more often when visuals are used than when they are not.

**Fact.** Insurance is an abstract concept. . With visuals, a concept like insurance can be presented in up to 40% less time. Your buyer understands what you’re presenting 40% more quickly.

*(You’ve Got To Be Believed To Be Heard, by Bert Decker, St. Martin’s Press, New York, 1992).*



**When your product or service is a winner,** 6<sup>th</sup> Sense Proposals will make sure your prospect sees and understands that you’re the best choice.

**When your product (and your competitor’s) are evenly matched,** 6<sup>th</sup> Sense Proposals will give you an amazing advantage.

**When your premium is priced higher than your competitor’s,** 6<sup>th</sup> Sense Proposals will still give you the advantage. The job of the 6<sup>th</sup> Sense Proposal is to get your prospect to say, “I want you to be our insurance person.” You get the last chance.

**6<sup>th</sup> Sense Achieves Your Goals.** It gives

**“6<sup>th</sup> Sense Proposal System capitalizes on those facts. Now, you can capitalize on 6<sup>th</sup> Sense. Here’s how.”**

## 1. Visually organized for instant comprehension.

Because your 6<sup>th</sup> Sense Proposal will be visually organized, it will be easily comprehended. Your competitor's data-laden proposal will be hard to read and even harder to remember.

## 2. Easy-to-read USA Today format.

Your 6<sup>th</sup> Sense Proposal uses the same easy-to-read format employed by *USA Today*. Your competitors will use the traditional academic style of format, which makes their materials hard to read and even harder to remember.

## 3. High-impact proprietary graphics.

Your 6<sup>th</sup> Sense Proposal uses limited-edition pictures and illustrations that are copyright protected. They were specifically designed for the insurance industry. These art elements give your proposals a tremendous advantage. They make your product or service quickly understood and intuitively remembered. Your competitors will use generic clip art or no graphics at all.

## 4. Educate & communicate simultaneously.

With your 6<sup>th</sup> Sense Proposal, you easily communicate a base of knowledge to your prospect through multisensory exposure. That's how people learn best. What you get are better-educated insurance buyers -- ones who will participate in the presentation and ask the questions you want to answer.

When prospects ask questions, they become involved in the sales process. And, that involvement leads to even more sales. Your competitors will be using proposal techniques that are obsolete and have been proven not to work. They'll be hard to read and even harder to remember..

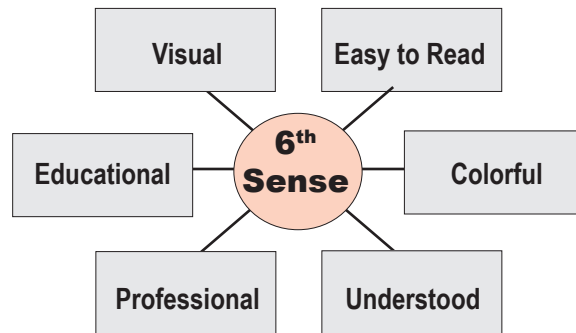
## 5. Highlight your professionalism.

When you use a 6<sup>th</sup> Sense Proposal, your prospect will see what an excellent proposal looks like. He will expect that same quality from your competitors, but their proposals will be traditional, dull and ineffective. Your prospect will compare theirs to yours. And, you'll win every time!

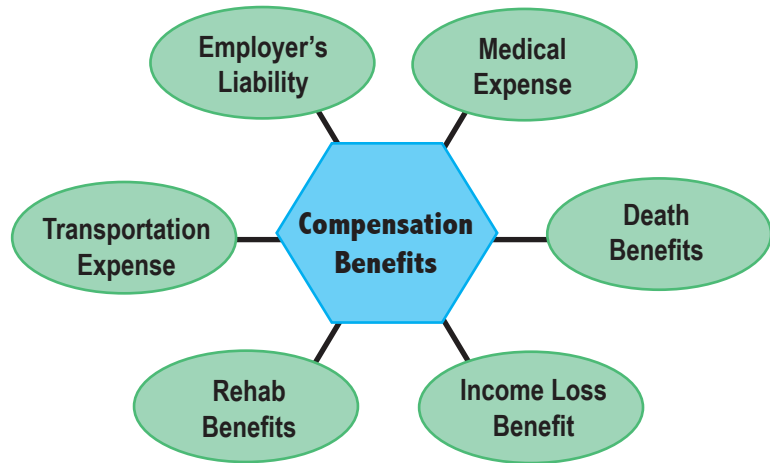
## 6. Unexpected Benefits of 6<sup>th</sup> Sense Proposals.

Because your proposals will now be so easy to understand, you will gain a distinct advantage in perceived credibility! Your competitors, on the other hand, will unwittingly continue to obscure the value of their products and services. They will be seen as people who are difficult to communicate with.

## Sixth Sense documents are visually organized for instant comprehension.



## They educate and communicate simultaneously.



## Sixth Sense uses high-impact proprietary graphics.



Log onto [www.insuranceproposals.com](http://www.insuranceproposals.com) to see more 6<sup>th</sup> Sense philosophy

