



# 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.*

## 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 customers. It’s so friendly, your prospect is urged to read it. And, that’s not all! Look!

**When your solution 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 solution (and your competitor’s) are evenly matched,**

6<sup>th</sup> Sense Proposals will give you an amazing advantage. Compare to your current proposal, you’ll quickly see the difference.

**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. Can you ask your company to reduce the premium?”

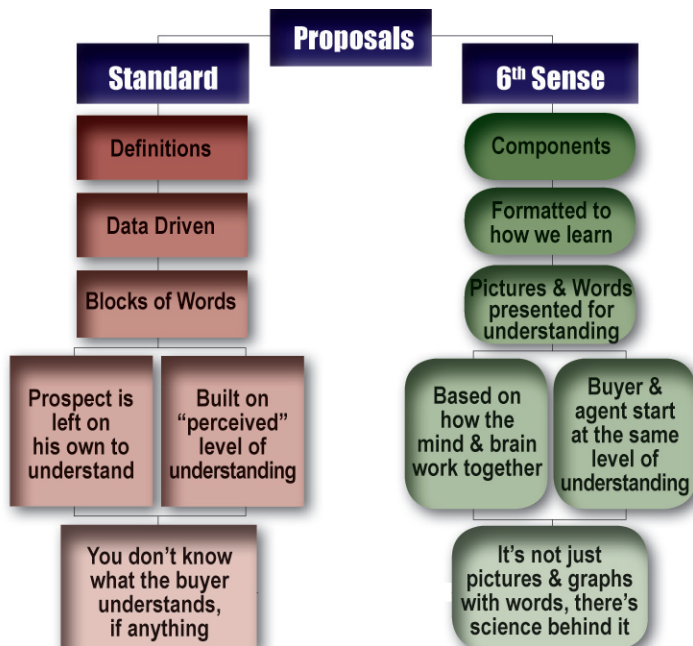
*You get the last chance.*

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

It gives you a proposal system based on how 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—your *Intelligent Distinction!*

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

People are bombarded daily with over 3,000 bits of information: email, 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; that urge your prospects to read.



**The Smith Family Protection Program**  
Homeowners

Dwelling:	\$150,000
Outbuildings:	15,000 There are limits for types of c
Contents:	105,000 Please see for limits and exclu
Additional Living Expense:	30,000
Personal Liability:	500,000
Medical Payments:	5,000
Deductible:	250 per occur

Standard Proposal

**Insuring Your Buildings**

<b>What "Building" means</b>	Your building, detached address, permanent installed fixtures, machinery and equipment, building contents, contents, swimming and wading areas and floor coverage.
<b>Premiums</b>	Buildings are insured at this business only.
<b>Client</b>	The maximum your insurance policy pays for each item due to a covered peril.
<b>Deductible</b>	What you pay before your insurance takes over. The deductibles vary before the insurance company makes claim.

6<sup>th</sup> Sense Proposal

## 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. Fact. With visuals a concept like insurance can be presented in up to 40% less time. Your buyer not only understands what you’re presenting, but understands 40% more quickly.

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

**“6<sup>th</sup> Sense Proposals capitalize on these facts. Now, you can capitalize on 6<sup>th</sup> Sense. Here’s how.”**

## 1. Visually organized for instant comprehension

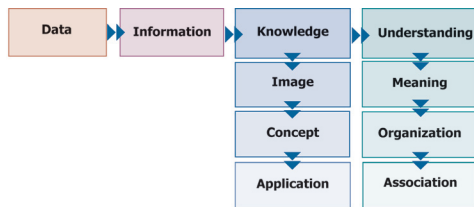
Because your 6<sup>th</sup> Sense Proposal is visually organized, your buyer will understand it more easily. Your competitor's data-laden proposal will be harder to read and even harder to understand and remember.

## 2. High-impact proprietary graphics

Your 6<sup>th</sup> Sense Proposal uses icons and illustrations to illustrate coverages, limits and areas of concern. These art elements give your proposals a tremendous advantage. They make insurance more quickly understood and intuitively remembered. Your competitors will use generic clip art or no graphics at all.

## 3. Educate and communicate simultaneously

With your 6<sup>th</sup> Sense Proposal, you easily communicate a base of knowledge to your prospect through multi-sensory exposure. That's how people learn best. Buyer's silence kills sales. 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 understand and remember.

## 4. Constructing a 6<sup>th</sup> Sense Proposal

6<sup>th</sup> Sense is written in Microsoft Word templates. If you can navigate Word, it is easy to construct, modify, even create your own 6<sup>th</sup> Sense templates.

It takes about 10-20 minutes to construct a *standard* proposal and 30 minutes for

one slightly customized. To construct a 37-location, 15-vehicle risk, a user said it took her 55 minutes, including breaking down the \$1.6M premium by location.

## 5. 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.

## 6. Highlights of 6<sup>th</sup> Sense Proposals

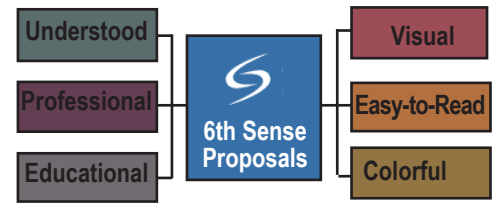
6<sup>th</sup> Sense is written in Word so it is easy for you to create specialized templates for industries. If you prefer, for just \$0-\$100 per coverage template for a specific company

or specialty niche, we will be happy to create customized templates for you.

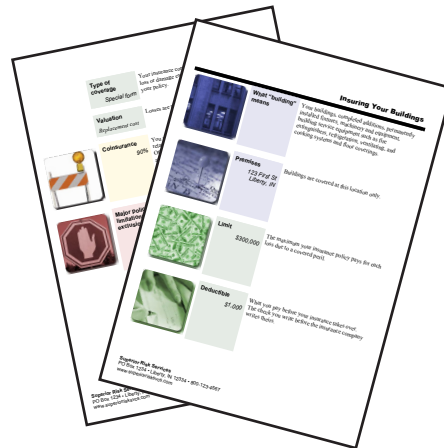
6<sup>th</sup> Sense is written in “plain-speak” not insurance *techno-speak* to create a high level of understanding so buyers sell themselves.

Eye-catching graphics and colors are used to break through your buyer's clutter barrier, their “insurance defense barrier,” to urge reading and to separate you from your competitors.

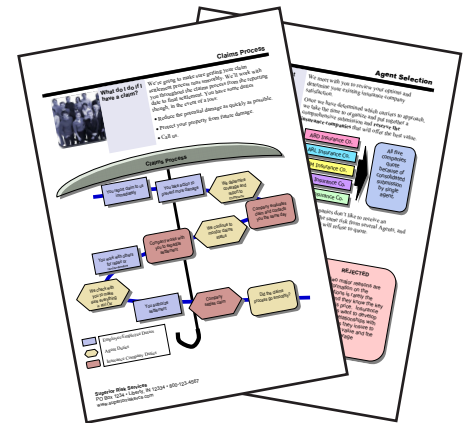
All 6<sup>th</sup> Sense documents are client-centered and visually organized for instant comprehension and understanding, urging reading.



## 6<sup>th</sup> Sense educates and communicates simultaneously.



Building Coverage Template



Maps to paint a clearer picture

6<sup>th</sup> Sense Proposals are now available in two design suites. You chose which design is appropriate for each prospect. Easily convert from one to the other.

**Classic:** uses high-impact, proprietary icons.



**Contemporary:** uses photo-based graphics to help tell the “story.”



Both options use the same color-coding making it quick and easy to use and understand: Blue=Who/What is covered; Green=Limits/Premiums; Yellow=limitations/special requirements; Red+No coverage

## 6<sup>th</sup> Sense Insurance Proposals and Agency Management Integration

Why the 6<sup>th</sup> Sense Advisory Team decided against integration:

- Loss of exclusivity — 6<sup>th</sup> Sense is limited to a certain number in each geographic area.
- Support issues—When you need support, you want support...now. You don't want excuses whether the problem is an agency management issue or a 6<sup>th</sup> Sense issue. You don't want to be stuck in the middle.
- Changes — when the agency management system makes a change, will that corrupt 6<sup>th</sup> Sense? Who's responsible.
- Speed of proposal creation—Tests prove experienced Microsoft-Word users construct proposals as quickly or more quickly as constructing an agency management proposal. But...compare the output!!

### 6<sup>th</sup> Sense Insurance Proposals: Your Intelligent Distinction

As Peter Drucker said, "The goal of business is to get and keep customers." That's what 6<sup>th</sup> Sense Proposals are all about. 6<sup>th</sup> Sense helps you get and keep customers because they see and understand their insurance and your professional difference.

You create insurance understanding and raise the bar for all who present against you. You appeal to all learning types. You educate and involve your buyers. When they're involved they ask more questions and perceive you bring more value. When that happens, you write more business and reduce E&O claims.

Your clients and prospect will never again accept the mediocrity of *me-too*, data-driven or agency-centered procedures.

And, they're likely to be clients for life!

## Here's What Agents Have to Say About the 6<sup>th</sup> Sense Insurance Proposal System:

*"A quick note to let you know that our agency just wrote a new account where our premium was 23% higher than the competitors quote. The competitor is the biggest and oldest agency in town. Our coverage was better, but the insured was so impressed with our 6<sup>th</sup> sense proposal versus the competitions one page fax, they stated 'It's worth the peace of mind for the extra money.' Thanks, Pres."*

**Mike Stromsoe, CA**

*"Before I used 6<sup>th</sup> Sense, I would close 27 out of 90. Since 6<sup>th</sup> Sense, I've closed 27 out of 34! 6<sup>th</sup> Sense wows my personal lines clients, too!"*

**Mike Carroll, OH**

*Your 6<sup>th</sup> Sense Proposal blew our Master Mind Group away. I simply asked each one what they thought and they all said it was so easy to read and understand and that they had never seen anything like that from their insurance agent.*

*One said he might actually understand what was covered. The members are all entrepreneurs, a photographer, independent sales rep, certified financial planner and a business coach.*

*Your proposal is a no brainer to add to our arsenal for our P&C insurance clients."*

**Mike Jeffries, NJ**

*"I just picked up a check from a new account with annual sales of \$36,000,000. I'd been working with the CFO on this \$407,000 account. I used your line, "Would you like the fat-free, the light or the artery-clogging version of the proposal?"*

*Well, he opted for the artery-clogging being a CFO, so I presented a 48-page 6<sup>th</sup> Sense Proposal.*

*My CFO talked for most of our two hours, complimenting the proposal quality throughout. He said he could really see and understand coverage and exclusions in an understandable format for once.*

*Eight days later, the long-time incumbent presented. The CFO called after his meeting and invited me to his office. Again he repeated how impressed he was with the proposal. After a brief discussion, he presented me with a check.*

*Pres, this is the 7<sup>th</sup> account over \$100,000 that 6<sup>th</sup> Sense Proposals has helped me earn the right to do business with in my two years using it.*

*Thanks for a great product!"*

**Mitch Loewen, MN**

*"Another one, Pres! My hit ratio with 6<sup>th</sup> Sense Proposals just blows my mind."*

**Larry France, OH**

*"The largest account I presented 6<sup>th</sup> Sense Proposal to pays about \$450,000. Basically my client said, 'I like it. I understand it. Now I see what I'm paying for.' I was not in the pricing window, but the prospect was very open with me and I expect to write the account in the future."*

**Kent Orrell, LA**

# Commercial and Personal Lines Proposal System Risk-Free Order Form

**Y**es! I'm serious about closing more sales, educating my prospects, making better use of my time--and turning my agency into a "sales machine"! I understand that I have a complete 100% no asterisk 30 day money back guarantee! If I'm not completely satisfied, I get a complete refund of my purchase price, no questions, no quibbles. I want to reserve my 6<sup>th</sup> Sense Proposal for the special Ohio PIA rate of of \$397 down, \$59/month for 11 months. Starting the 2nd year it is just \$24/month. My price includes unlimited support, periodic updates, webinars and weekly Wisdom Letter on presentations and proposals.

*Once you receive my order form and payment, I'll receive an email with a link to download my 6th Sense Proposal System.*  
Please fill out and return with your payment to get started right away with this amazing program.

<b>name:</b>		
<b>agency:</b>		
<b>address:</b>	<b>state:</b>	<b>zip:</b>
<b>email:</b>	<b>phone:</b>	

### Method of payment (please check one):

- My check for \$397 (made payable to PDIS) is enclosed. I agree that my monthly investment will be charged automatically to the credit card listed below.
- Charge my credit card now for \$397. I agree that my monthly investment will be charged automatically to my credit card:
- Visa                       Mastercard                       American Express

<b>name on card:</b>	<b>security code:</b>
<b>card number:</b>	<b>expiration:</b>
<b>billing address:</b>	<b>state:</b> <b>zip:</b>

### Four simple ways to order:



Email your order: [preston@insuranceproposals.com](mailto:preston@insuranceproposals.com)

fax: 775-414-4294;

Call: 828-274-0959

Mail to:  
**PDIS, Inc.**  
**PO Box 5437**  
**Asheville, NC 28813**