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Susan Dowdy
Channel Program Manager
Assurant Preneed
10 Glenlake Pkwy NE Suite 500
Atlanta, GA 30328

Dear Ms. Dowdy,

I have been using seminars as a lead generation tactic for the past six years. However, I began using Assurant Preneed Wisser Way seminar program three short months ago. Prior to implementing Wisser Way, my program was not designed to encourage people to participate. I was strictly presenting information to the audience.

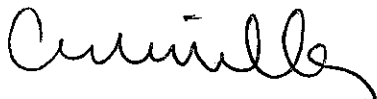
Testing a different seminar format was a successful approach for my funeral home customers, their communities and myself. Assurant Preneed seminars are designed as a workshop that solicits audience participation. This format acts as a conversation starter and allows the audience to begin the preplanning process by selecting funeral goods.

The Wisser Way turnkey program also provides me with all the materials I need from PowerPoint presentations, to marketing material, worksheets and handouts. Since the audience does not rely on me for 100 percent of the information, I am more relaxed and confident.

The most important aspect of any lead generation tactic is results. Typically at least twelve people attend each seminar, and I experience an overall conversion rate of 20 percent. Additionally, seminars allow me to diversify my leads, create awareness for my funeral home customers and provide an educational service for the communities.

I would highly recommend the Wisser Way program to other consultants and funeral homes. It is an innovative approach to providing preplanning information to my funeral homes' target audiences. Overall, I am very pleased with my results and am currently planning six seminars for the fall.

Sincerely,



Cindy Miller
Independent Preneed Consultant