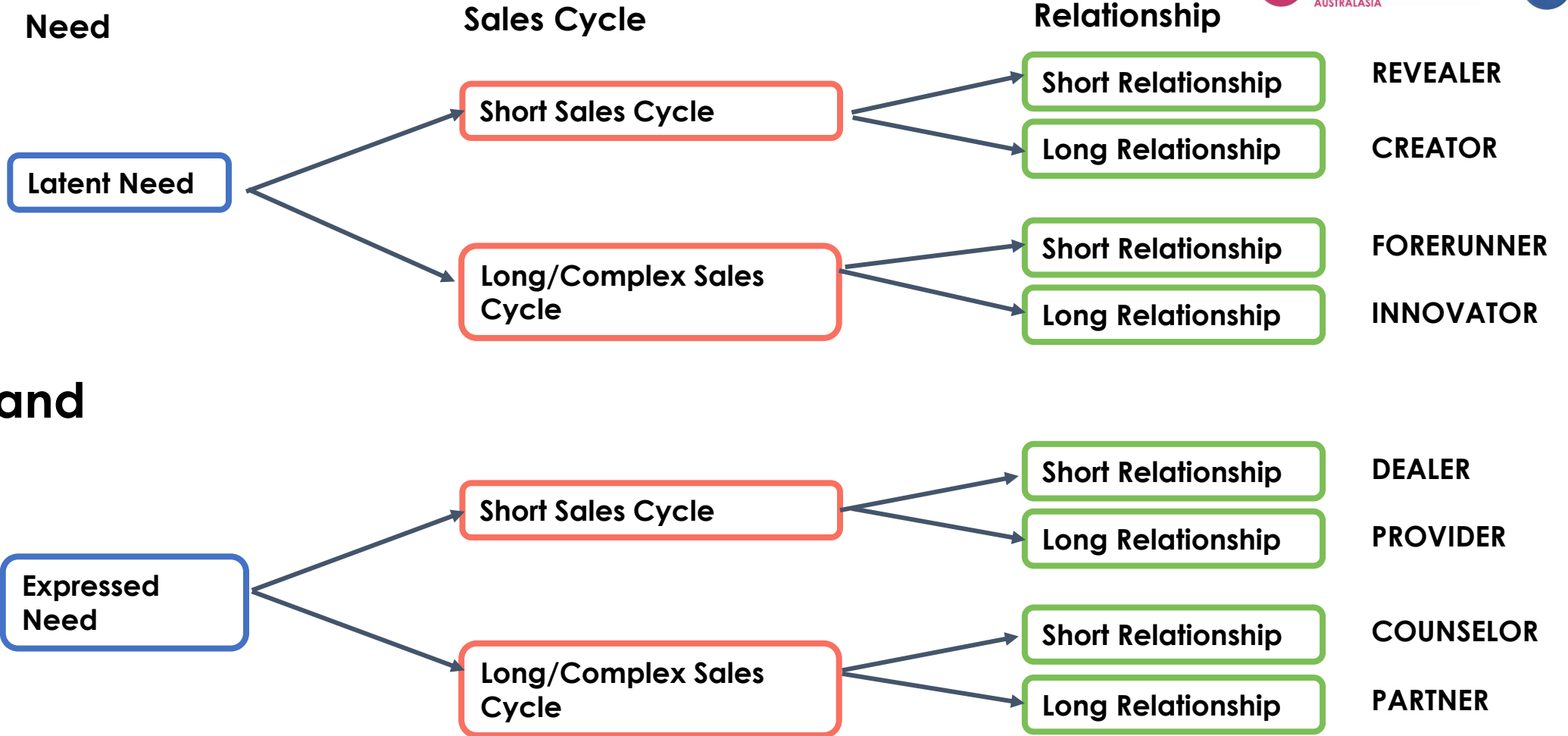
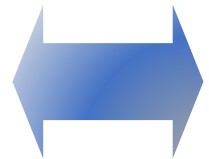


Sales Model and Roles



Latent Need

Prospect is not aware of the need or want at the time



Expressed Need

Prospect is aware of the need or want.

Short Cycle

Prospect makes buying decision quickly



Long Cycle

Prospect takes time to make decision because it has significant consequences

Short Relationship

The relationship with the prospect does not continue after the initial sale



Long Relationship

The relationship with the prospect continues long after the initial sale