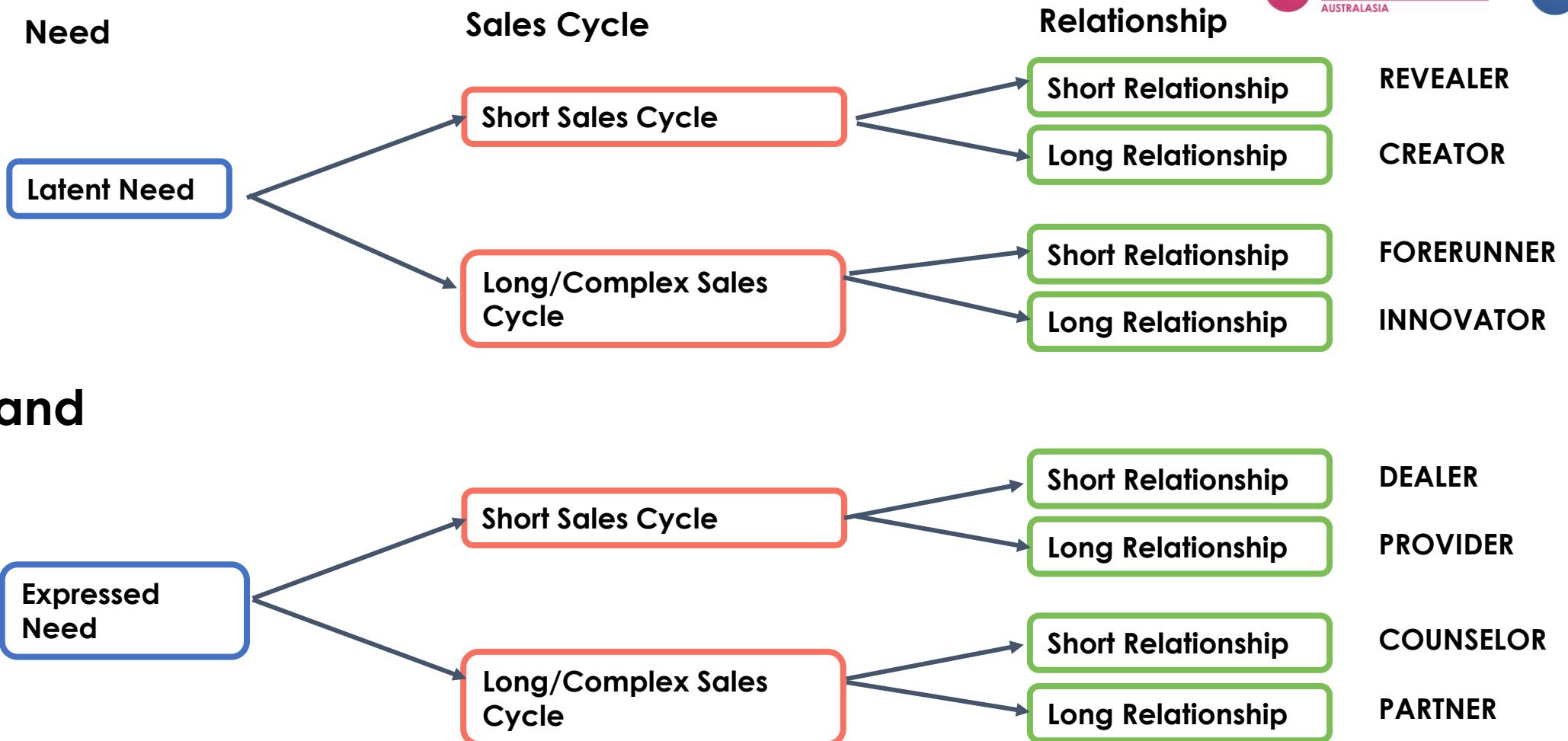


# Sales Model and Roles



Latent Need	Expressed Need	Short Cycle	Long Cycle	Short Relationship	Long Relationship
Prospect is not aware of the need or want at the time	Prospect is aware of the need or want.	Prospect makes buying decision quickly	Prospect takes time to make decision because it has significant consequences	The relationship with the prospect does not continue after the initial sale	The relationship with the prospect continues long after the initial sale