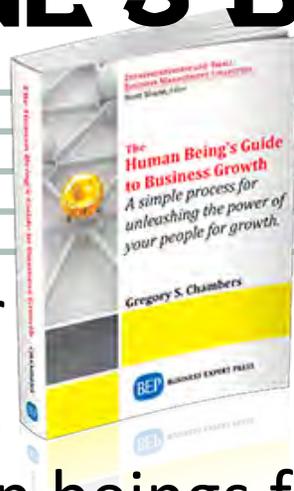


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SELLING IS EVERYONE'S BUSINESS



Before investing another
& marketing technology,
your human beings for growth.

dollar in the latest sales
unleash the power of



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A TALE OF TWO COMPANIES



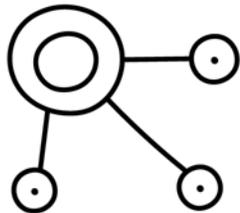
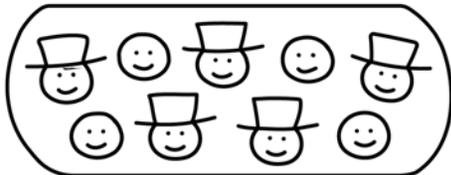
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TWO COMPANIES



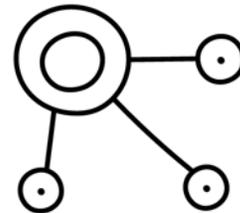
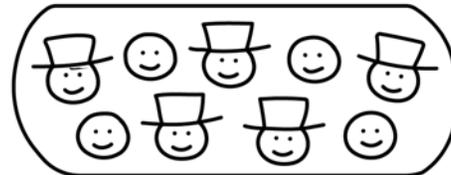
FOCUS



TECHNOLOGY



FOCUS



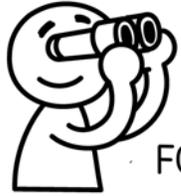
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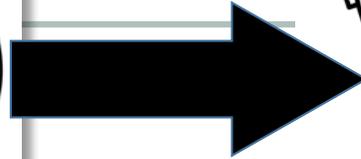
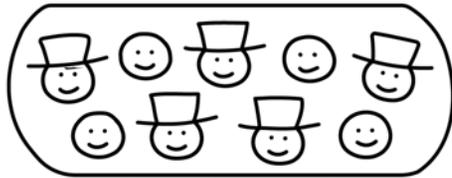
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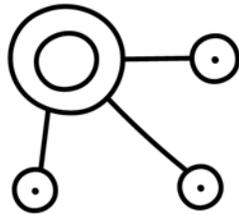
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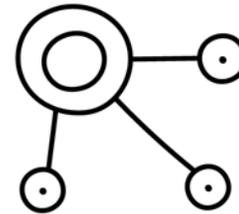
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INDIVIDUAL STRENGTHS



TECHNOLOGY



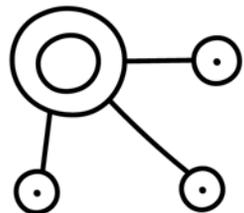
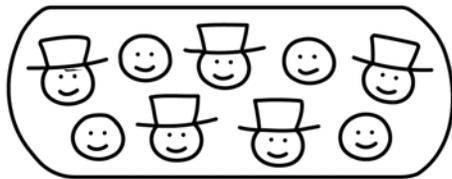
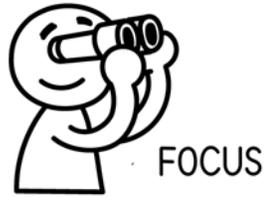
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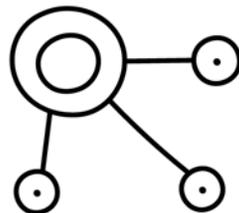
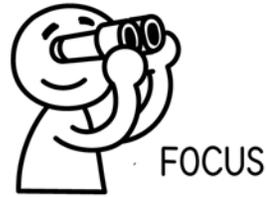
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“A good plan,
violently
executed now,
is better than a
perfect plan
next week.”
- Gen. Patton



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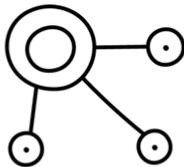
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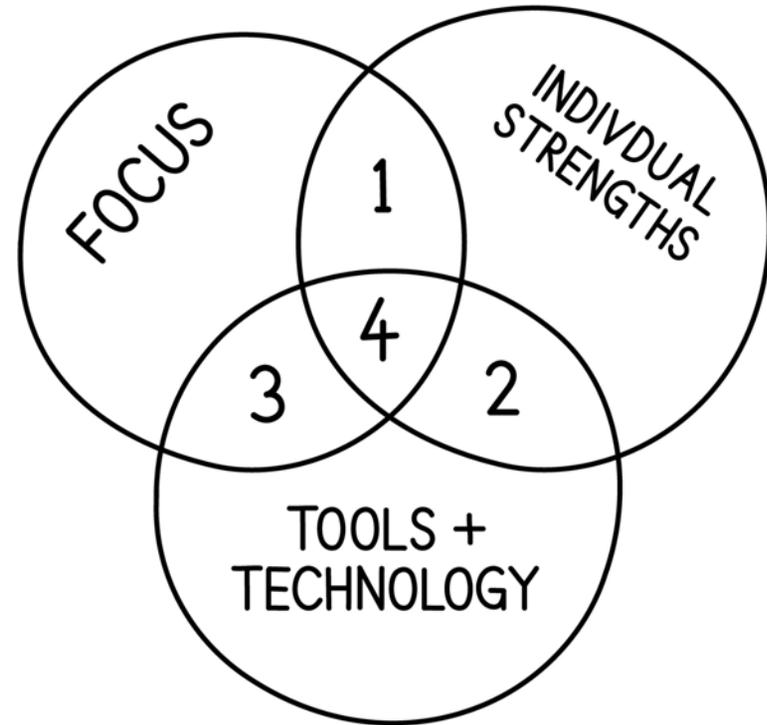
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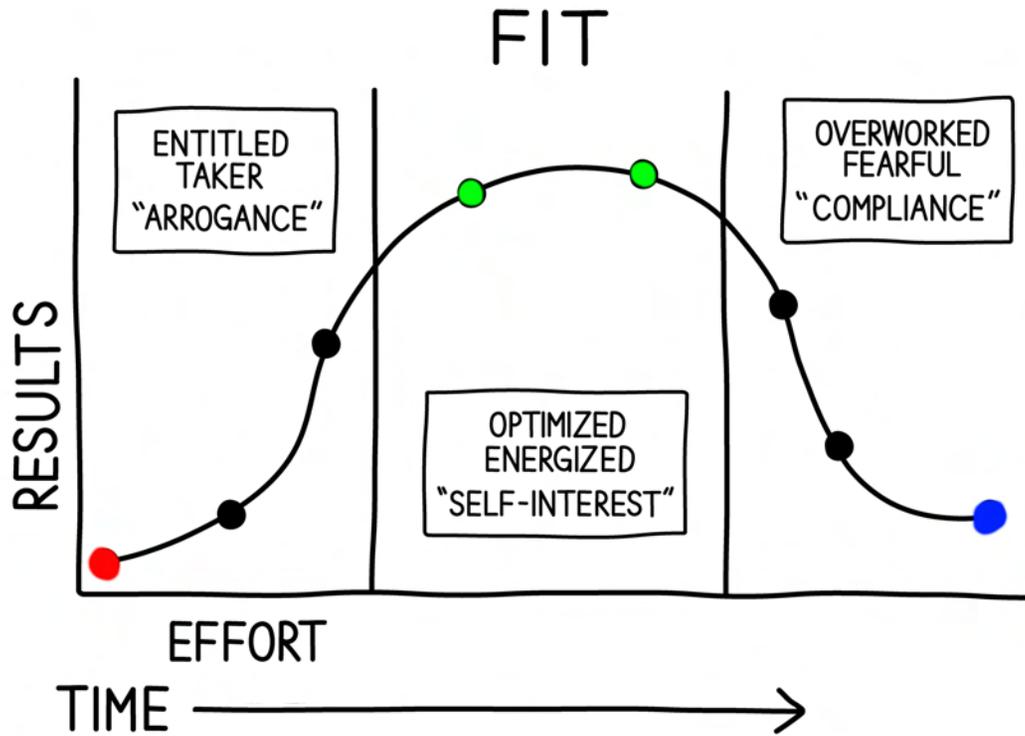


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SO WHAT?

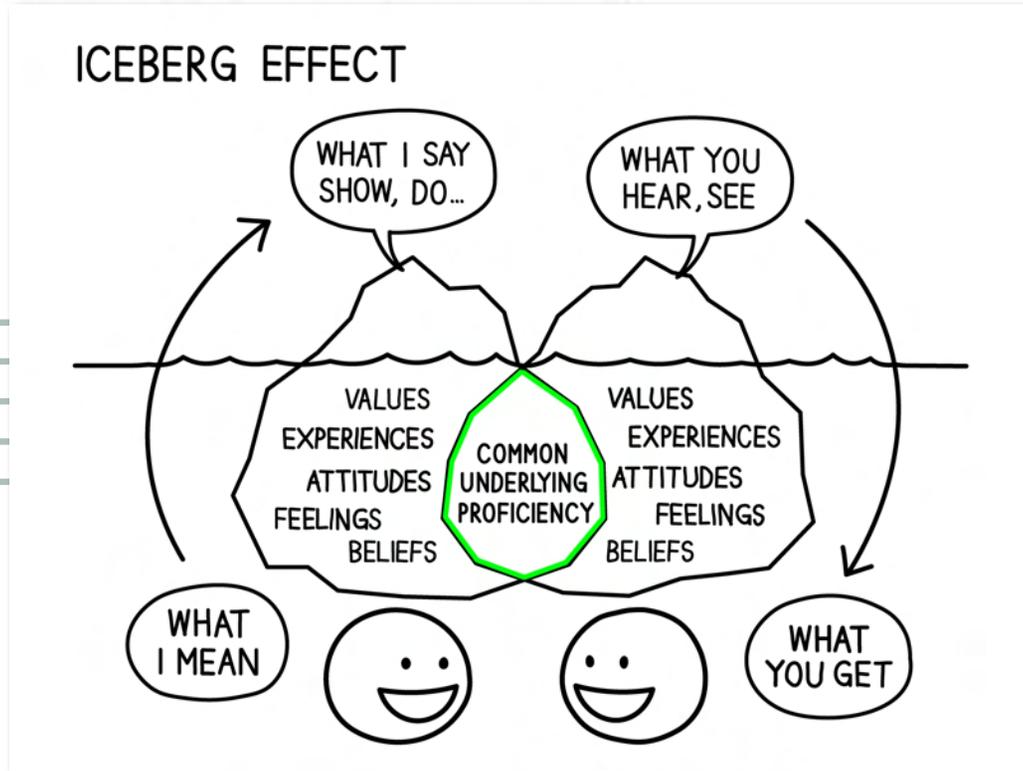


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FOCUS

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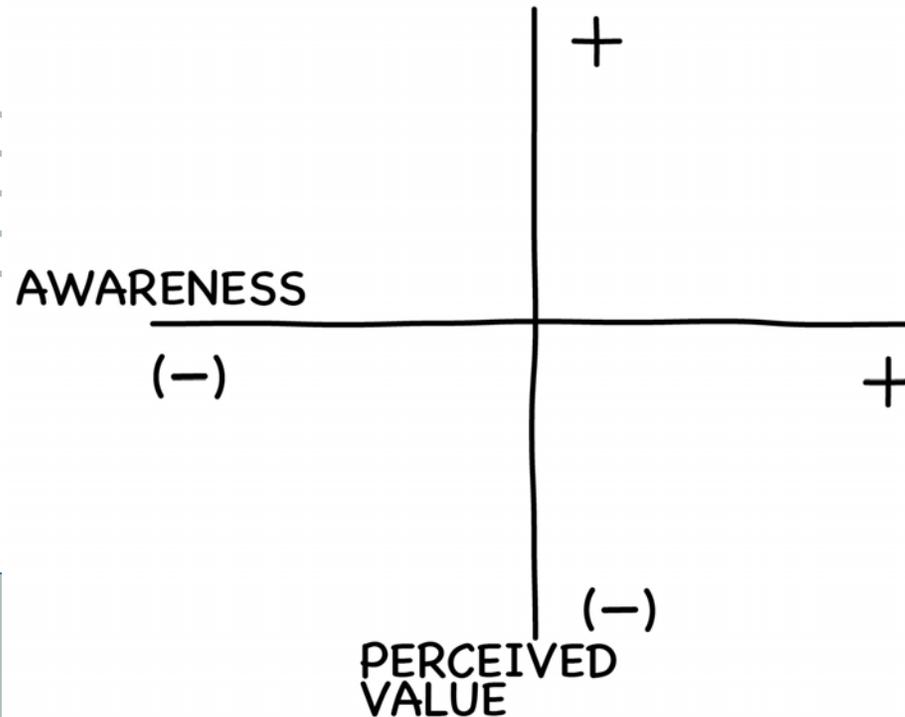


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EXERCISE: "IN 2018 WE NEED MORE FROM OUR HIGHEST POTENTIAL CLIENTS."

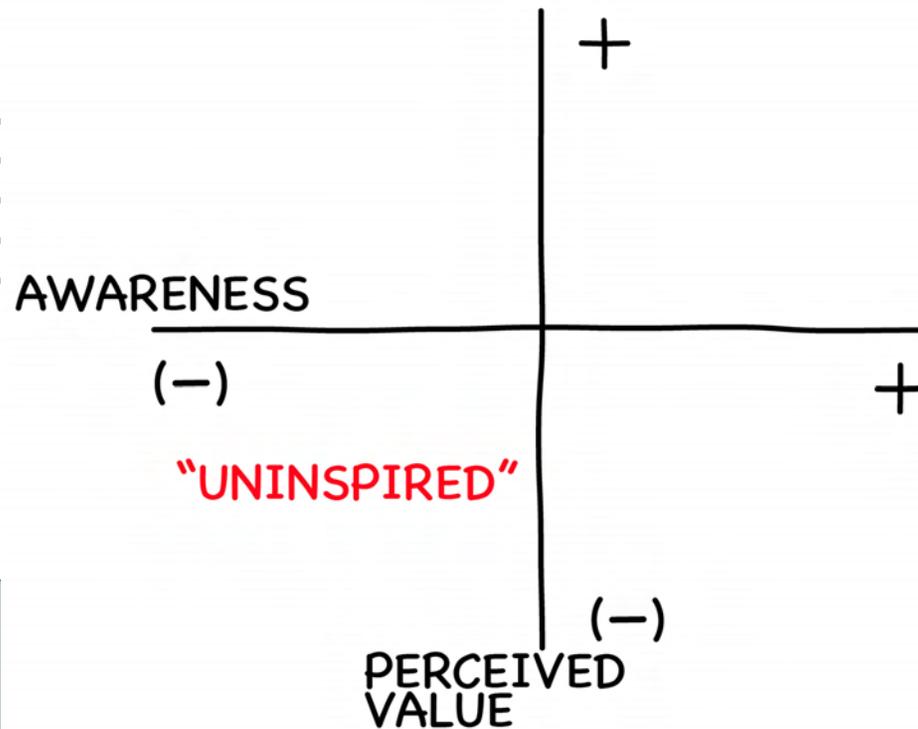


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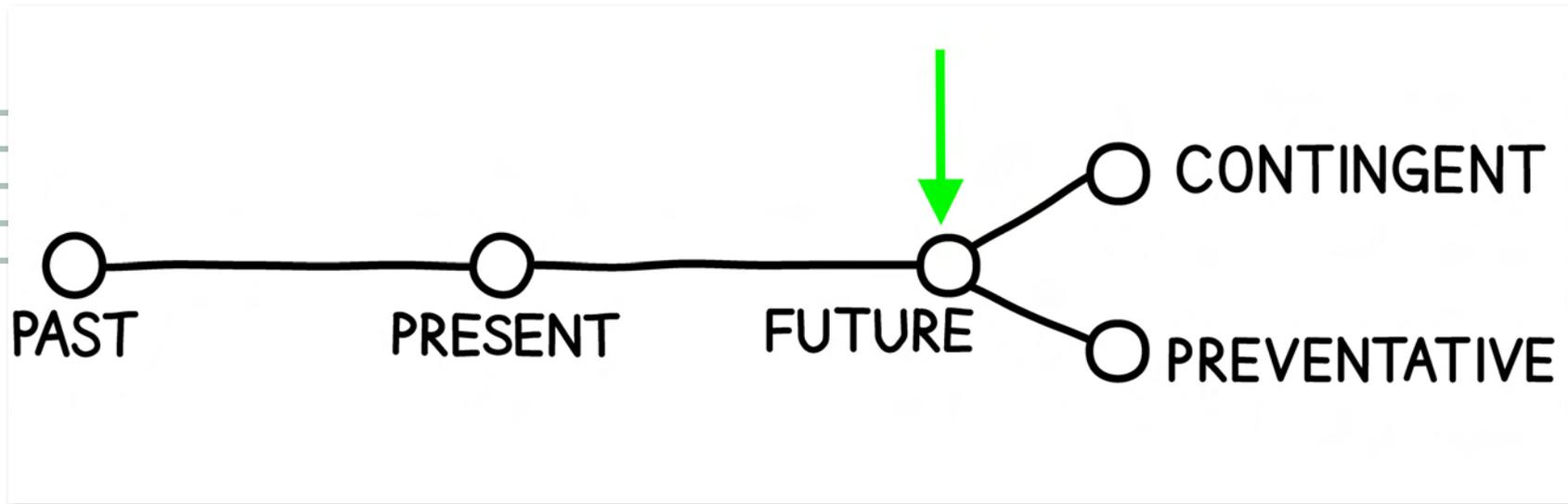
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EXERCISE: "IN 2018 WE NEED MORE FROM OUR HIGHEST POTENTIAL CLIENTS."



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2. MANAGING VENDORS

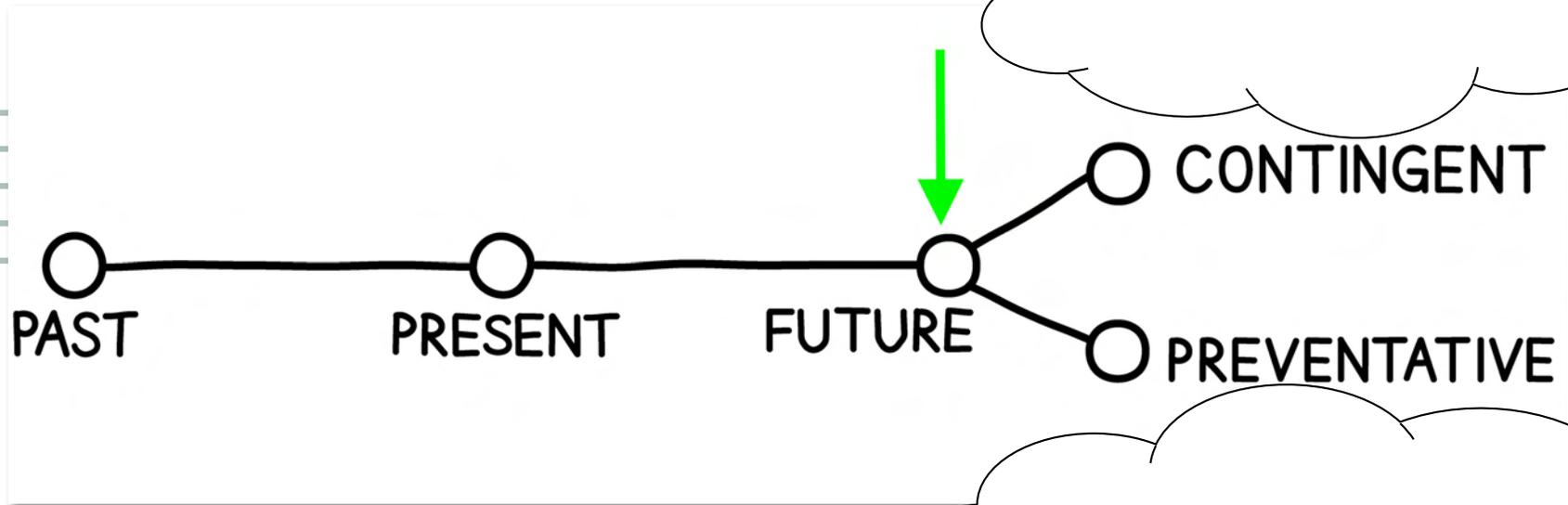


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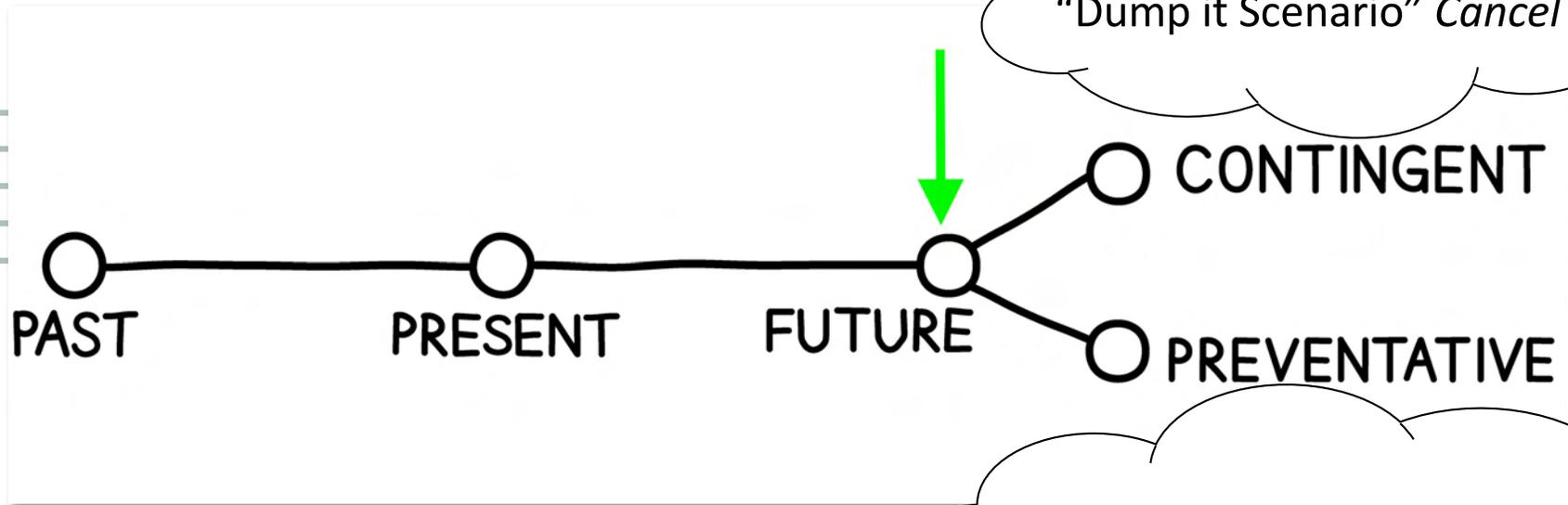
2. EXERCISE



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2. EXERCISE



"Best Case Scenario" Invest More
"Meh Scenario" Keep
"Dump it Scenario" Cancel

Industry testimonials
Early cancellation forgiveness
Ramp up resources allocated



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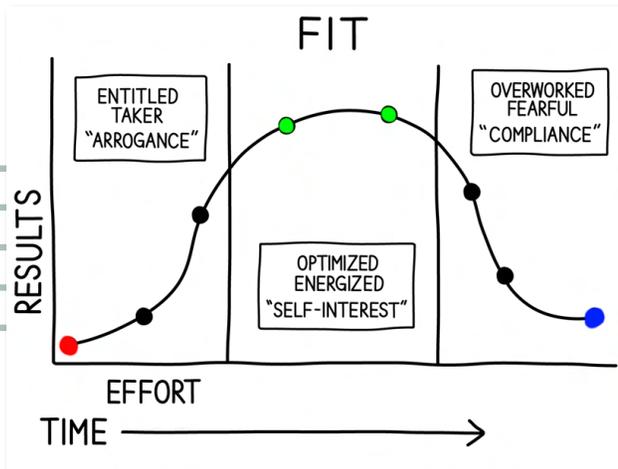
Q & A



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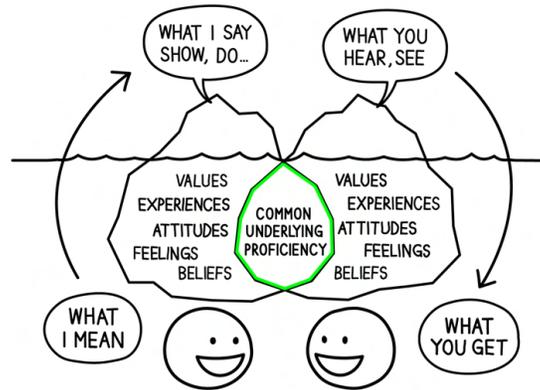
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SUMMARY

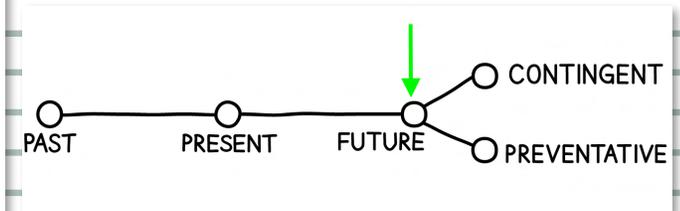


Strengths Make Tasks Palatable

ICEBERG EFFECT



Time Spent Defining Speeds Up Results



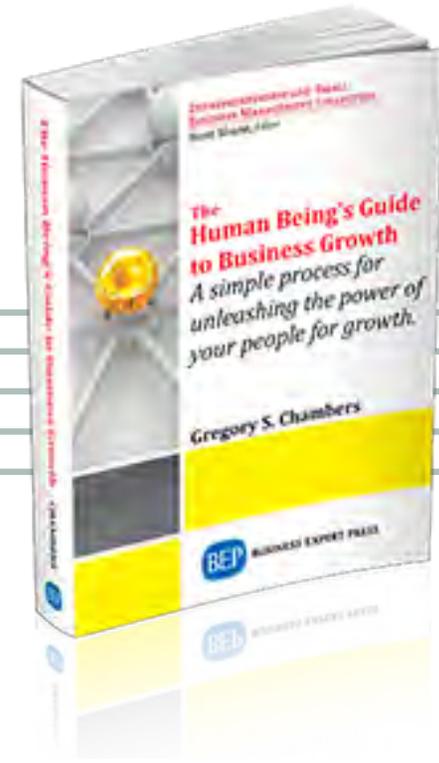
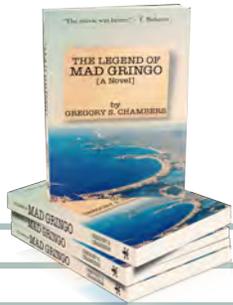
Provoke and Inspire Your Vendors



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