

| <b>B</b>                           | <b>I</b>        | <b>N</b>                           | <b>G</b>                           | <b>O</b>                           |
|------------------------------------|-----------------|------------------------------------|------------------------------------|------------------------------------|
| Referral<br>#2                     | Cold<br>Call #1 | Guest<br>#1                        | PR #3                              | On-Site<br>#2                      |
| Completed<br>Cold Call<br>Sheet #1 | Referral<br>#1  | PR #1                              | Cold<br>Call #2                    | Received<br>Sign-Up<br>Sheet #2    |
| Referral<br>#3                     | Cold<br>Call #3 | <b>FREE</b>                        | Marketing<br>Superstar<br>Freebie! | Multiple<br>Guests                 |
| Received<br>Sign-Up<br>Sheet #1    | On-Site<br>#1   | PR #2                              | Guest<br>#2                        | On-Site<br>- RS                    |
| Cold<br>Call -<br>RS               | PR - RS         | Completed<br>Cold Call<br>Sheet #2 | Referral<br>- RS                   | Completed<br>Cold Call<br>Sheet #3 |

|                                    |                    |                                    |                                 |                                    |
|------------------------------------|--------------------|------------------------------------|---------------------------------|------------------------------------|
| <b>B</b>                           | <b>I</b>           | <b>N</b>                           | <b>G</b>                        | <b>O</b>                           |
| Referral<br>#3                     | Referral<br>- RS   | Cold<br>Call #2                    | On-Site<br>#1                   | Completed<br>Cold Call<br>Sheet #1 |
| PR #3                              | Multiple<br>Guests | Guest<br>#1                        | On-Site<br>- RS                 | Cold<br>Call #3                    |
| Marketing<br>Superstar<br>Freebie! | Cold<br>Call #1    | <b>FREE</b>                        | Guest<br>#2                     | PR #2                              |
| Completed<br>Cold Call<br>Sheet #3 | Referral<br>#2     | Completed<br>Cold Call<br>Sheet #2 | Received<br>Sign-Up<br>Sheet #1 | Cold<br>Call -<br>RS               |
| On-Site<br>#2                      | Guest<br>#3        | Received<br>Sign-Up<br>Sheet #2    | PR #1                           | Referral<br>#1                     |

|                           |                           |                 |                              |                              |
|---------------------------|---------------------------|-----------------|------------------------------|------------------------------|
| <b>B</b>                  | <b>I</b>                  | <b>N</b>        | <b>G</b>                     | <b>O</b>                     |
| Received Sign-Up Sheet #1 | Guest #2                  | Referral #3     | Completed Cold Call Sheet #3 | PR #3                        |
| PR - RS                   | Received Sign-Up Sheet #2 | Referral - RS   | On-Site #1                   | Cold Call #3                 |
| PR #2                     | Cold Call #2              | <b>FREE</b>     | Marketing Superstar Freebie! | Guest #1                     |
| Guest #3                  | On-Site #2                | Cold Call - RS  | Cold Call #1                 | Referral #2                  |
| Referral #1               | PR #1                     | Multiple Guests | On-Site - RS                 | Completed Cold Call Sheet #2 |