

S	A	L	E	S
Targets	Actionable	3 Legged Stool	EAP	Probe
Lead	Close	Sales	Perm	Advice
SPIA	Term	FREE	Advisor	Next Steps
FREE 2	FREE 3	Rapport	Impactful	Powerful
Referral	Effectiveness	Member	ENA	Ask for the Business

S	A	L	E	S
Brand	Next Steps	Lead	Impactful	Advisor
SPIA	Process	FREE 2	FREE 3	Sales
Advice	Term	FREE	Actionable	Probe
Member	Need	Close	EAP	Planning
Perm	Recommendation	Ask for the Business	Bullet	Powerful

S	A	L	E	S
Need	Actionable	FRANN	3 Legged Stool	Impactful
Close	Targets	Ask for the Business	Value Propostion	UMP
Data Dump	Advisor	FREE	Process	Perm
Discovery	Lead	Bullet	Advice	Probe
FREE 3	EAP	Next Steps	Effectiveness	Powerful