

S	A	L	E	S
Targets	Action/Actionable	3 Legged Stool	Discovery	Probe
Lead	Clarity	Sales	Next Steps	Advice
Powerful	Referral	FREE	Agenda	Need
FRANN	Bullet	FREE 2	Rapport	IR
Plan or Planning	Recommendation	Effectiveness	ENA	Member

S	A	L	E	S
FREE 2	EAP	Agenda	Brand	Metrics
Lead	Impactful	Advisor	Referral	Ask for Business/Just Ask
Probe	FRANN	FREE	Sales	Advice
Term	SPIA	Need	Member	FREE 3
Clarity	Discovery	Perm	Process	Powerful

S	A	L	E	S
Next Steps	Rapport	Agenda	Brand	Perm
Lead	Clarity	Plan or Planning	Member	Metrics
Action/Actionable	FRANN	FREE	3 Legged Stool	Impactful
Stack Rank	Ask for Business/Just Ask	Value Propostion	UMP	Advisor
Probe	Need	Data Dump	Term	Advice