

Targets	Actionable	3 Legged Stool	ENA	Probe
Lead	Deliverables	Stack Rank	Next Steps	Referral
Transparent	Advisor	FREE	Need	FREE 3
Flip Chart	Rapport	Impactful	Powerful	Recommendation
FLA	Member	Effectiveness	Bullet	Advice

Referral	Bullet	Process	FREE 3	Advisor
Flip Chart	Stack Rank	Advice	Transparent	Actionable
Need	Probe	FREE	Member	IR
Lead	Deliverables	ENA	Outside the Box	Value Proposition
Next Steps	Rapport	Data Dump	Powerful	3 Legged Stool

Impactful	Deliverables	Need	Targets	Bullet
White Sheet	Value Propostion	Discovery	Advice	Probe
Next Steps	EAP	FREE	Actionable	Transparent
Lead	Data Dump	Flip Chart	ENA	Advisor
FREE 3	FLA	Powerful	Outside the Box	Rapport