

Stuck at Gatekeeper	\$10K opportunity	\$1000/month in spend	Circumstances changed for target	Personal connection found
Hamster	4 Opportunities	SURPRISED at value!	Moved existing oppty forward	Asked about soft costs
Overcame an objection (PSS)	Referral to new oppty	FREE	10 Employees	Identified 2 needs
FA on the Spot	Finance Director	Previous SBA Customer	Got name of decision maker	Office Products Opportunity
Purchase Process	Disgruntled with incumbent	Decision Maker answered phone	Hung up on	Contacted 10 net new prospects

10 Employees	3 Premium Target	Identified 2 needs	Hamster	Got name of decision maker
\$30K Opportunity	Referral to new oppty	Personal connection found	FA on the Spot	Finance Director
SURPRISED at value!	\$10K opportunity	FREE	Stuck at Gatekeeper	Hung up on
Furniture Opportunity	Asked about soft costs	Contacted 10 net new prospects	Office Products Opportunity	Tried something new
Overcame an objection (PSS)	Moved existing oppty forward	Purchase Process	4 Opportunities	\$1000/month in spend

Got name of decision maker	4 Opportunities	Identified 2 needs	Staples Preferred	10 Employees
WOW - this has never happened	Tried something new	Asked about soft costs	\$30K Opportunity	Personal connection found
Moved existing oppty forward	Circumstances changed for target	FREE	\$10K opportunity	Stuck at Gatekeeper
Hamster	Overcame an objection (PSS)	Finance Director	FA on the Spot	Decision Maker answered phone
Office Products Opportunity	Purchase Process	Furniture Opportunity	\$1000/month in spend	3 Premium Target