

Targets	Advisor	Advice	FLA	Probe
Need	EAP	Stack Rank	PLCC	Referral
Transparent	Data Dump	FREE	Outside the Box	IR
Impactful	Rapport	Member	Powerful	Recommendation
FREE 3	Next Steps	FREE 2	Deliverables	Bullet

Referral	Deliverables	Process	IR	Data Dump
Impactful	Stack Rank	Bullet	Transparent	Advisor
Outside the Box	Probe	FREE	Next Steps	Lead
Need	EAP	FLA	Power Plus	Value Propostion
PLCC	Rapport	Discovery	Powerful	Advice

Member	EAP	Outside the Box	Targets	Deliverables
White Sheet	Value Proposition	ENA	Bullet	Probe
PLCC	Effectiveness	FREE	Advisor	Transparent
Need	Discovery	Impactful	FLA	Data Dump
IR	FREE 3	Powerful	Power Plus	Rapport