



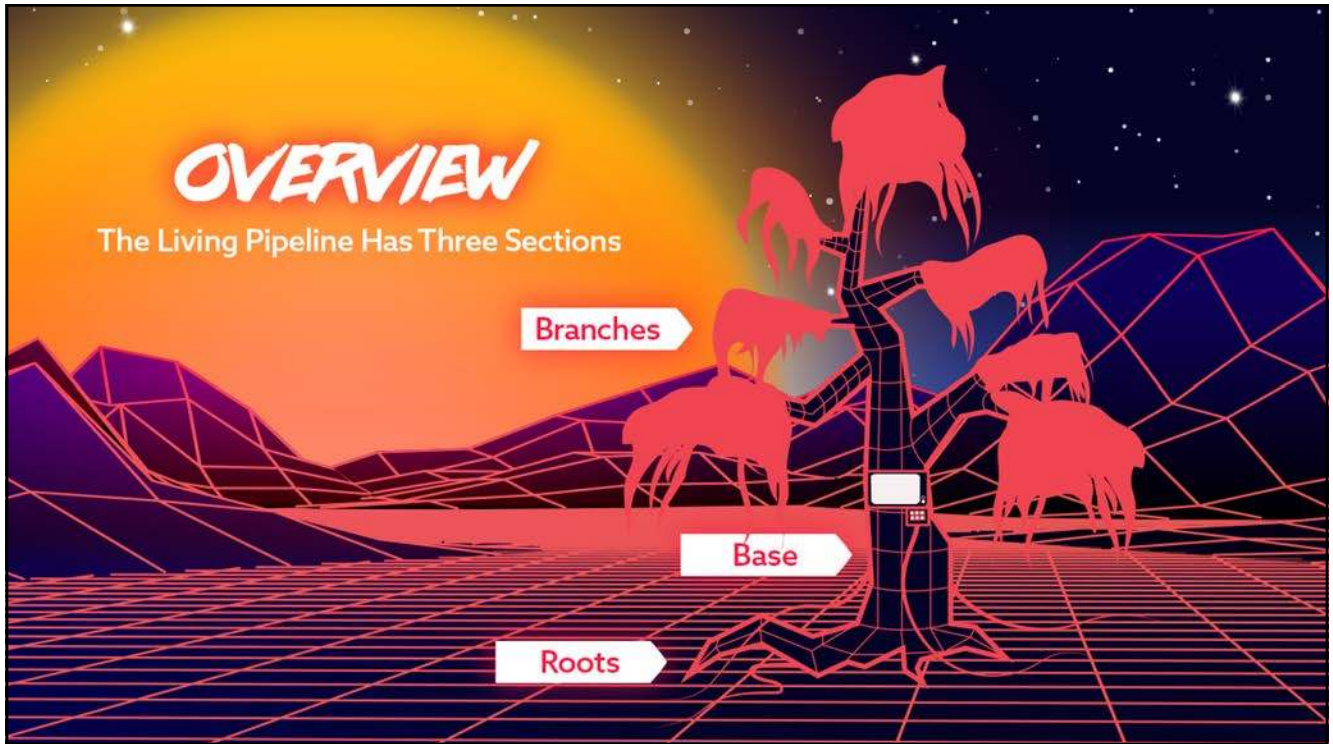
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UNDERSTANDING YOUR LIVING PIPELINE

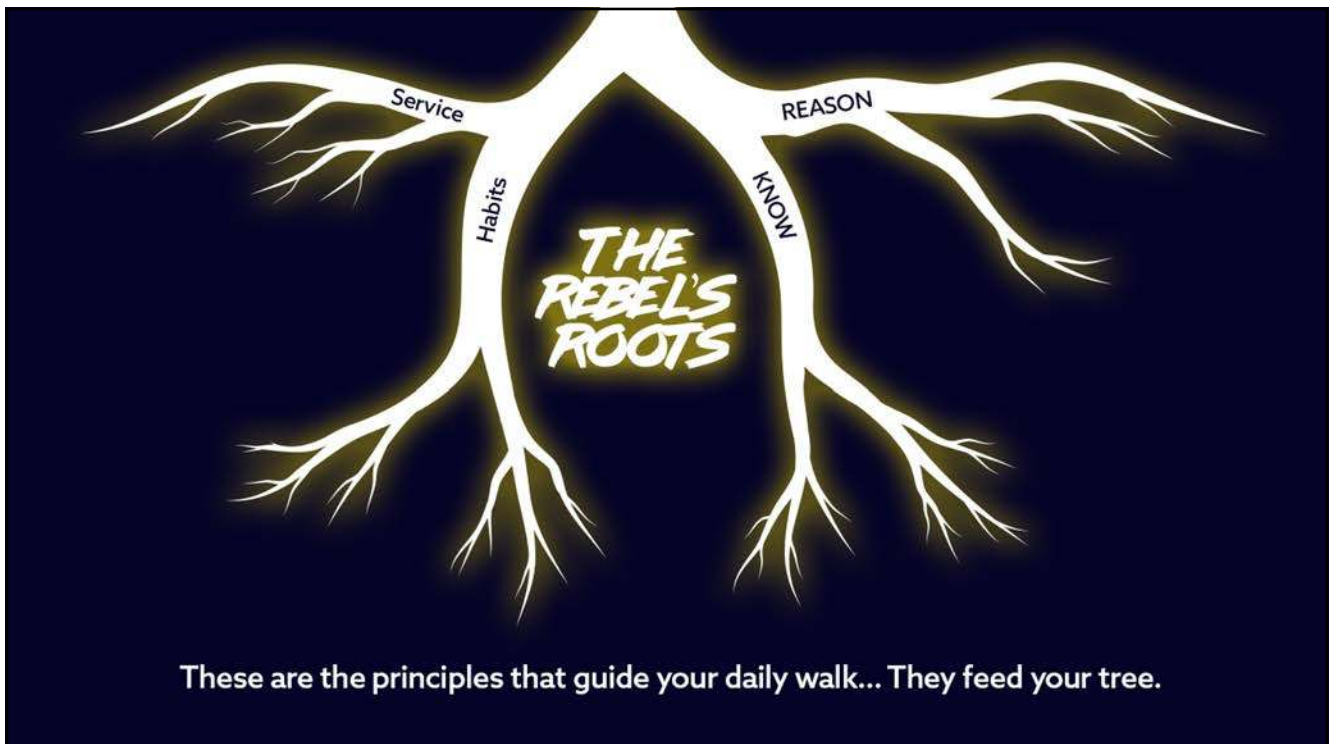
- Communication breathes life throughout a sales cycle
- Maintaining momentum with your prospects
- Sales joining forces with marketing
- Foreshadowing the sales cycle
- Strategic marketplace insights



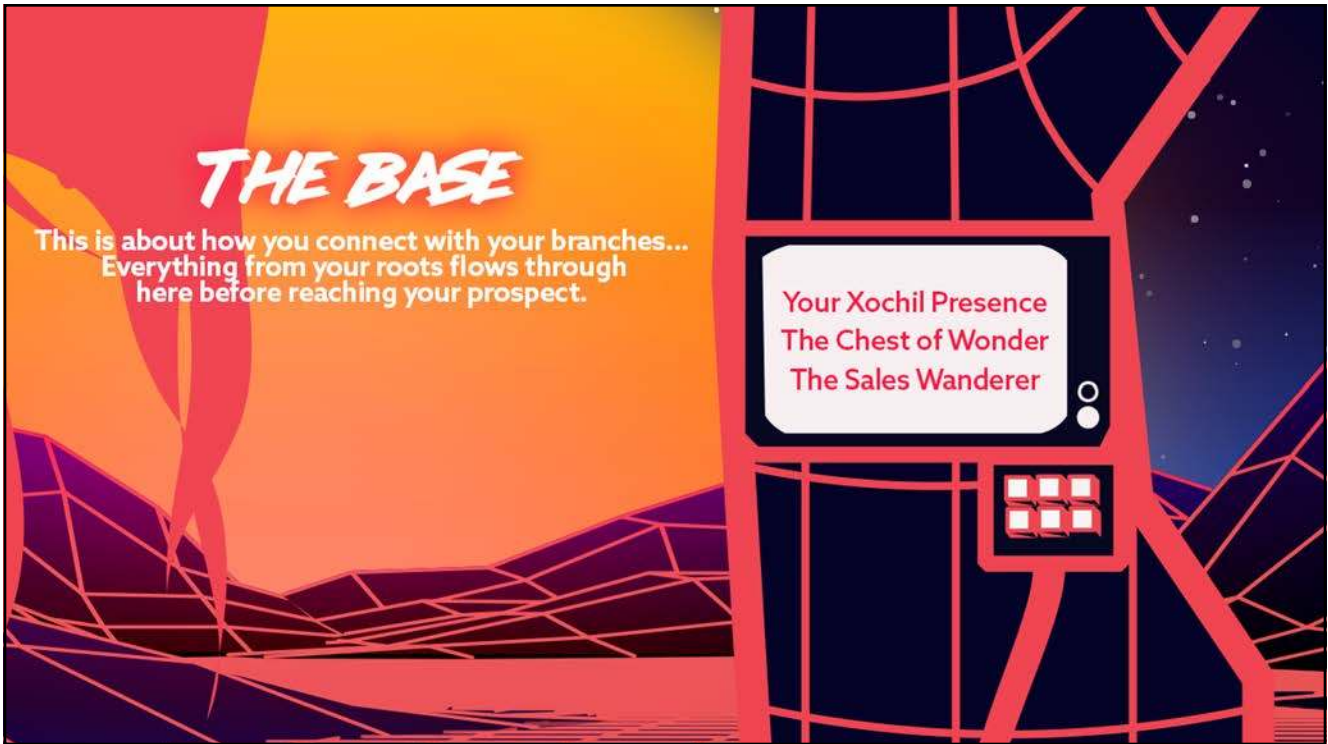
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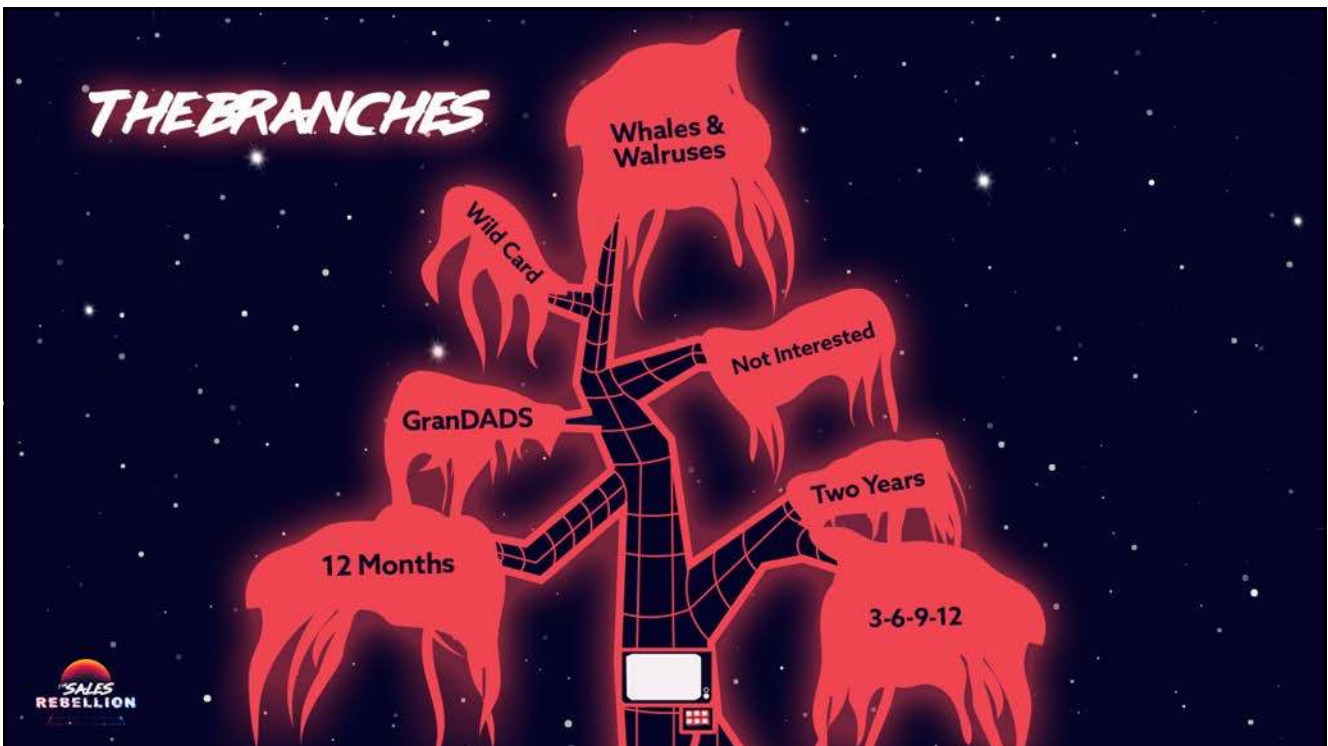
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WILDCARDS

- Undefinable and Uncontrollable
- Are you questioning your sales existence yet?
- Respond in Kind... Be their Defender.

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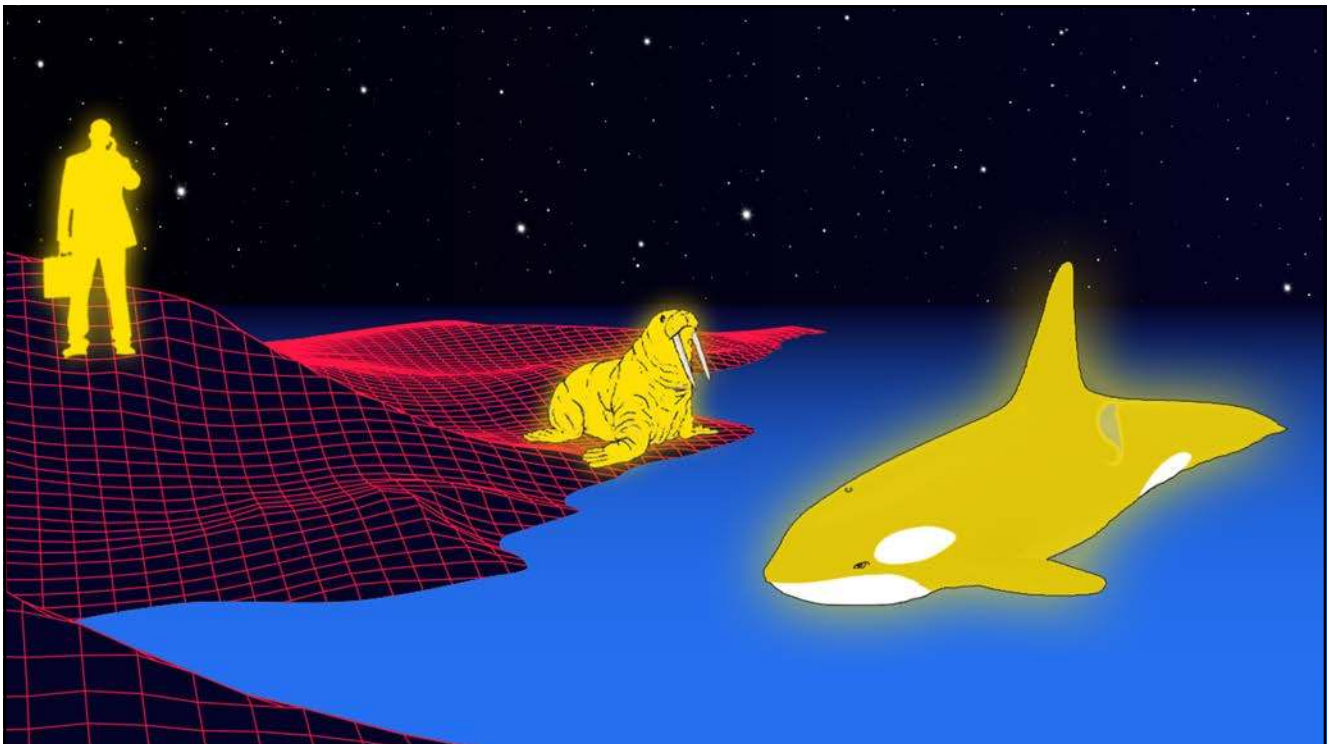
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WHALES AND WALRUSES

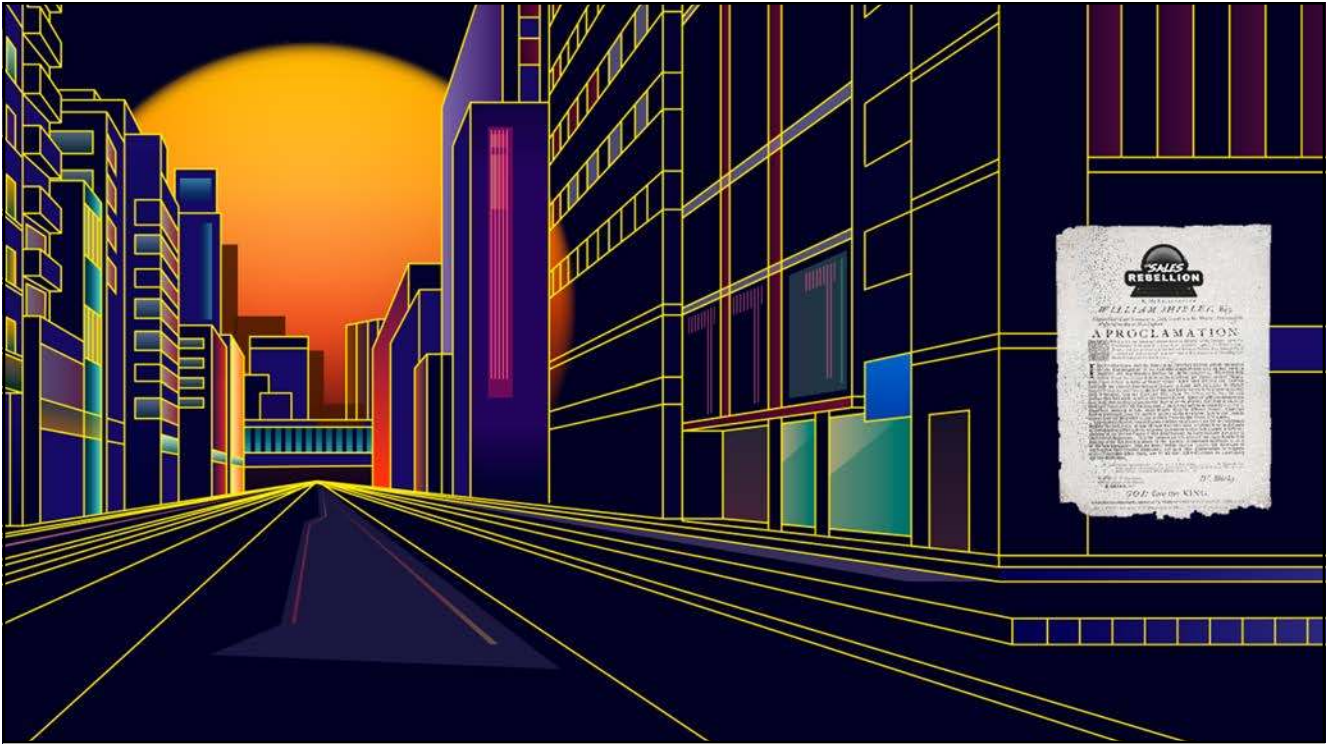
- Whales are giant beasts who rule the deep... But they still come up for air
- Walruses are wise, old masters of the sea... Reluctancy is their forte.
- You are the Rebel training to master them both.



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3-6-9-12 BRANCH

- This is the money branch
- Spend 80% of your time with people on this branch
- Focused communication for the sales cycle

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THE WRAP UP

- Living Pipeline is the future
- Don't miss out on opportunities... Build relationship and fill your branches
- Take a structured approach to long term sales success

This system is fluid -

- Market Tools are the keys to the kingdom
- It's about the communication principle of each stage, relationship building, relevance, and experiences.
- People can jump branches - but you'll have to recognize the signs

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