

**NEW
CUSTOMERS**

3

4

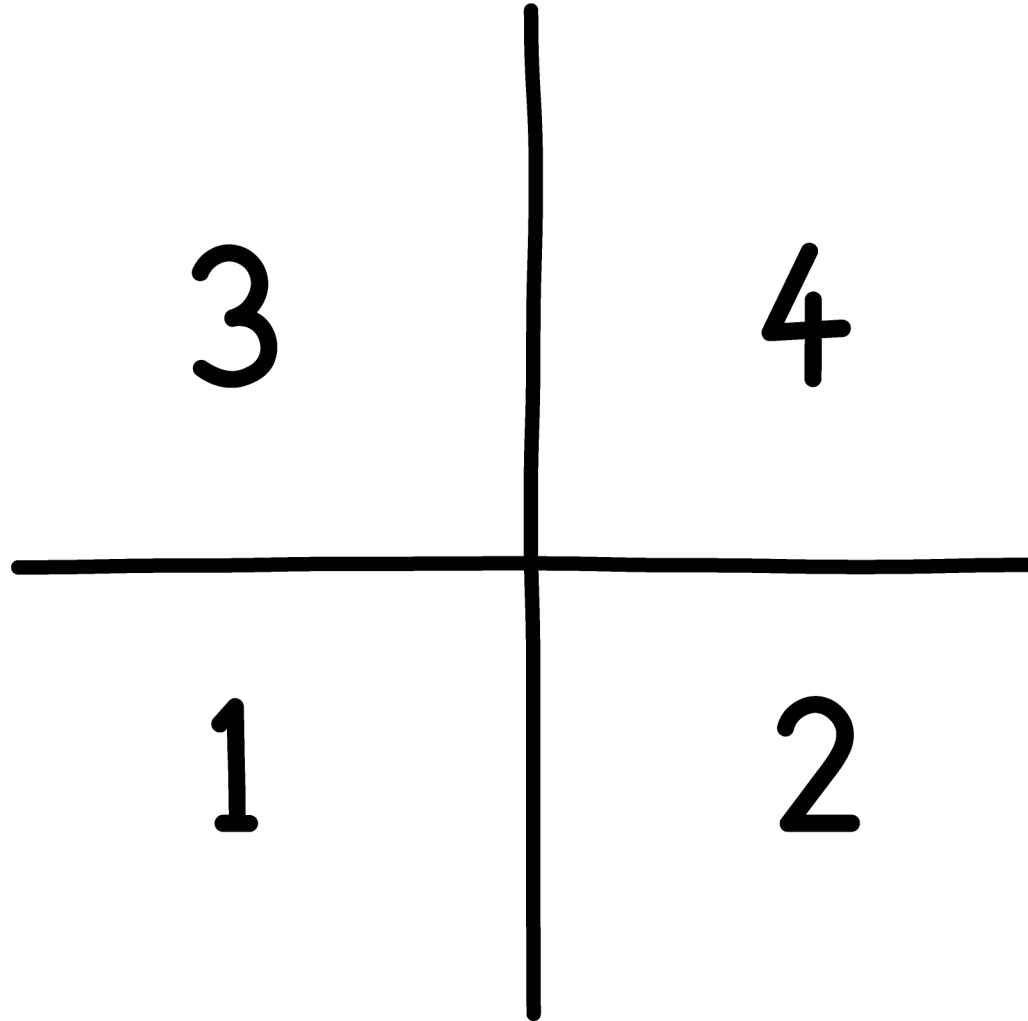
**EXISTING
PRODUCTS**

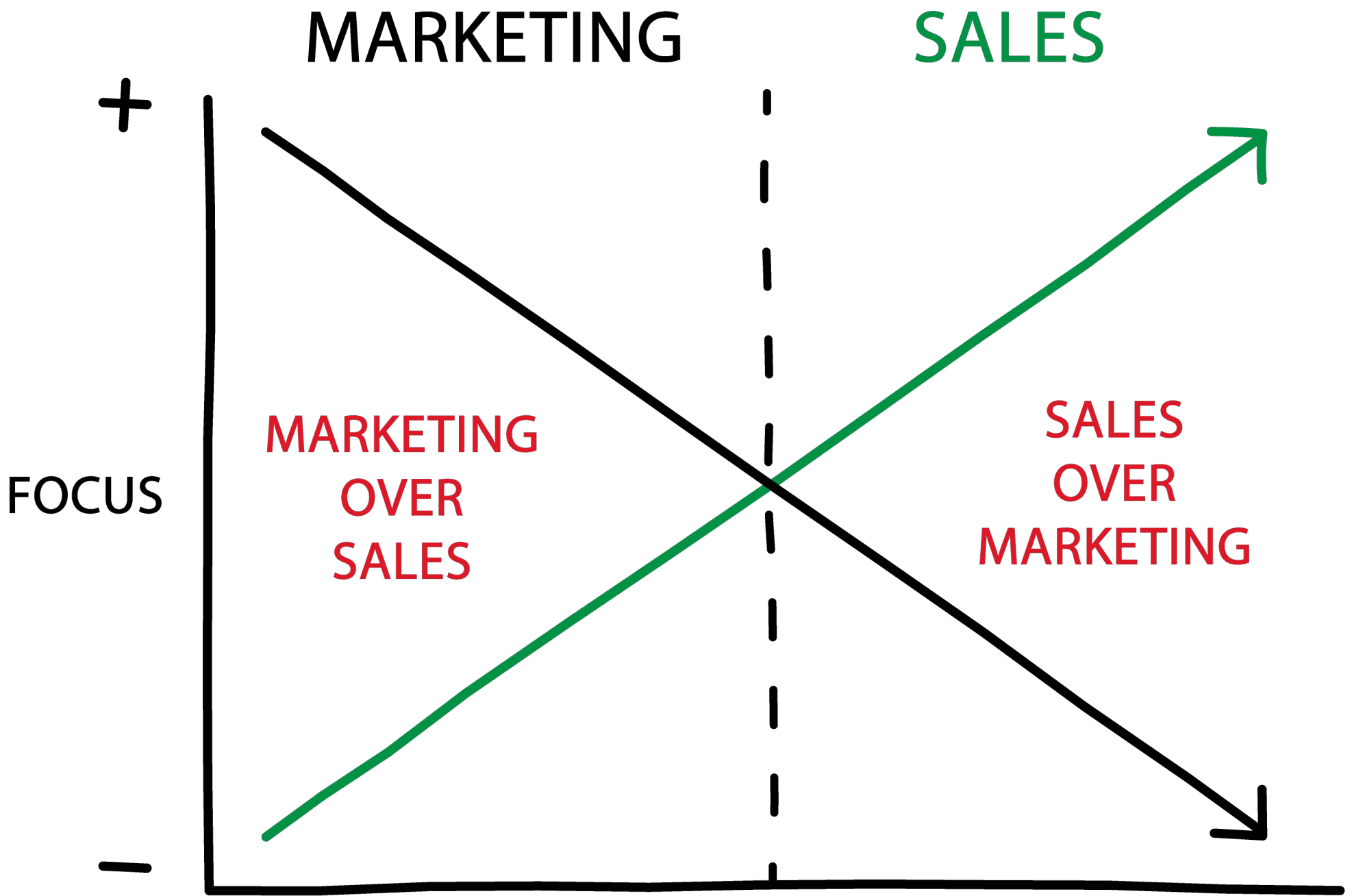
**NEW
PRODUCTS**

1

2

**EXISTING
CUSTOMERS**





PRICE ORIENTED	↔	RESULTS ORIENTED
FEWER PEOPLE IN DECISION PROCESS	↔	MULTIPLE PEOPLE IN DECISION PROCESS
TRANSACTIONAL ONE CALL	↔	COMPLETE MULTIPLE CALLS
ONE ISSUE SIMPLE	↔	MULTIPLE ISSUES COMPLICATED
LOW PRICE	↔	LARGE INVESTMENT
LOWER MARGIN	↔	HIGHER MARGIN

WHERE DOES YOUR BUSINESS COME FROM?

