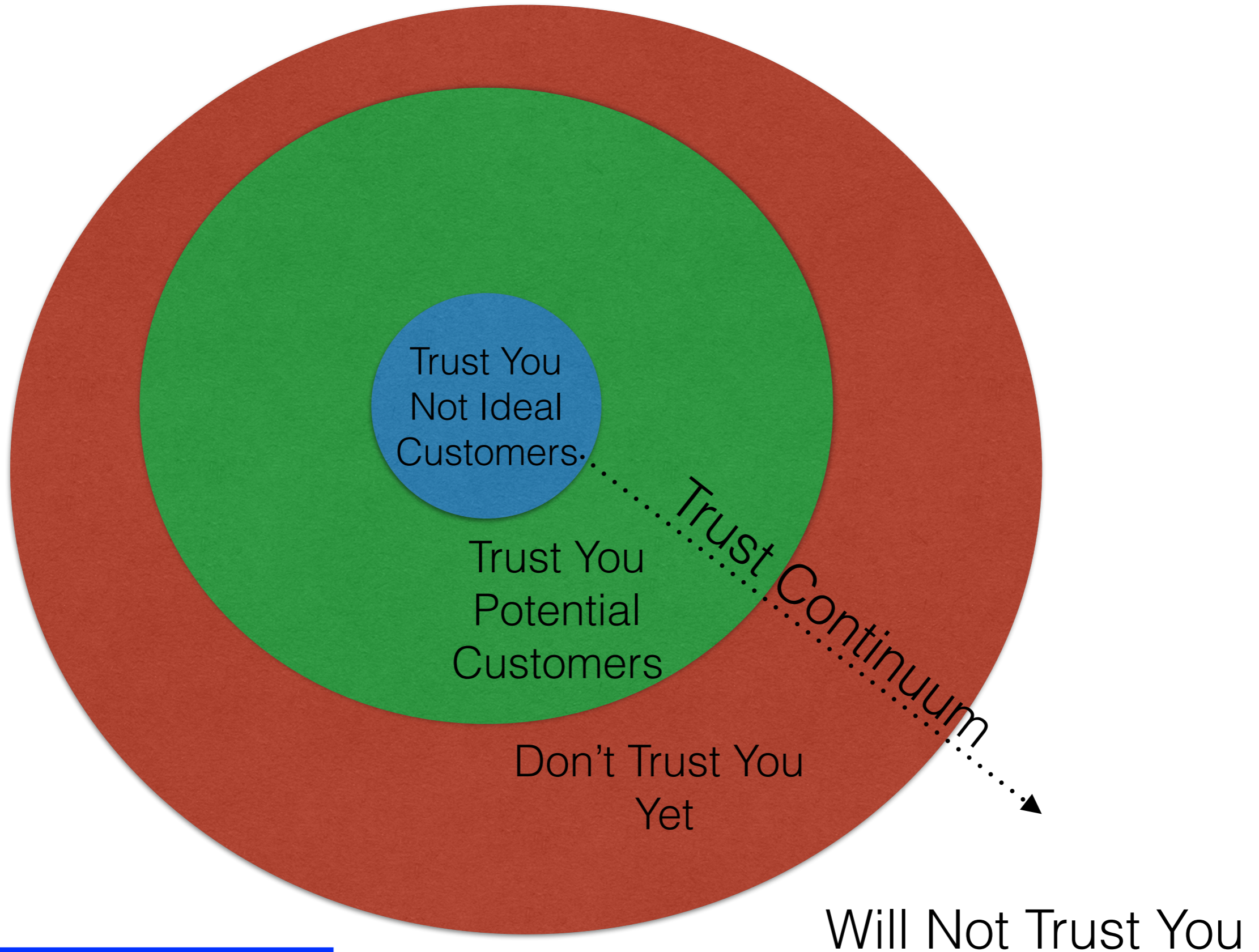


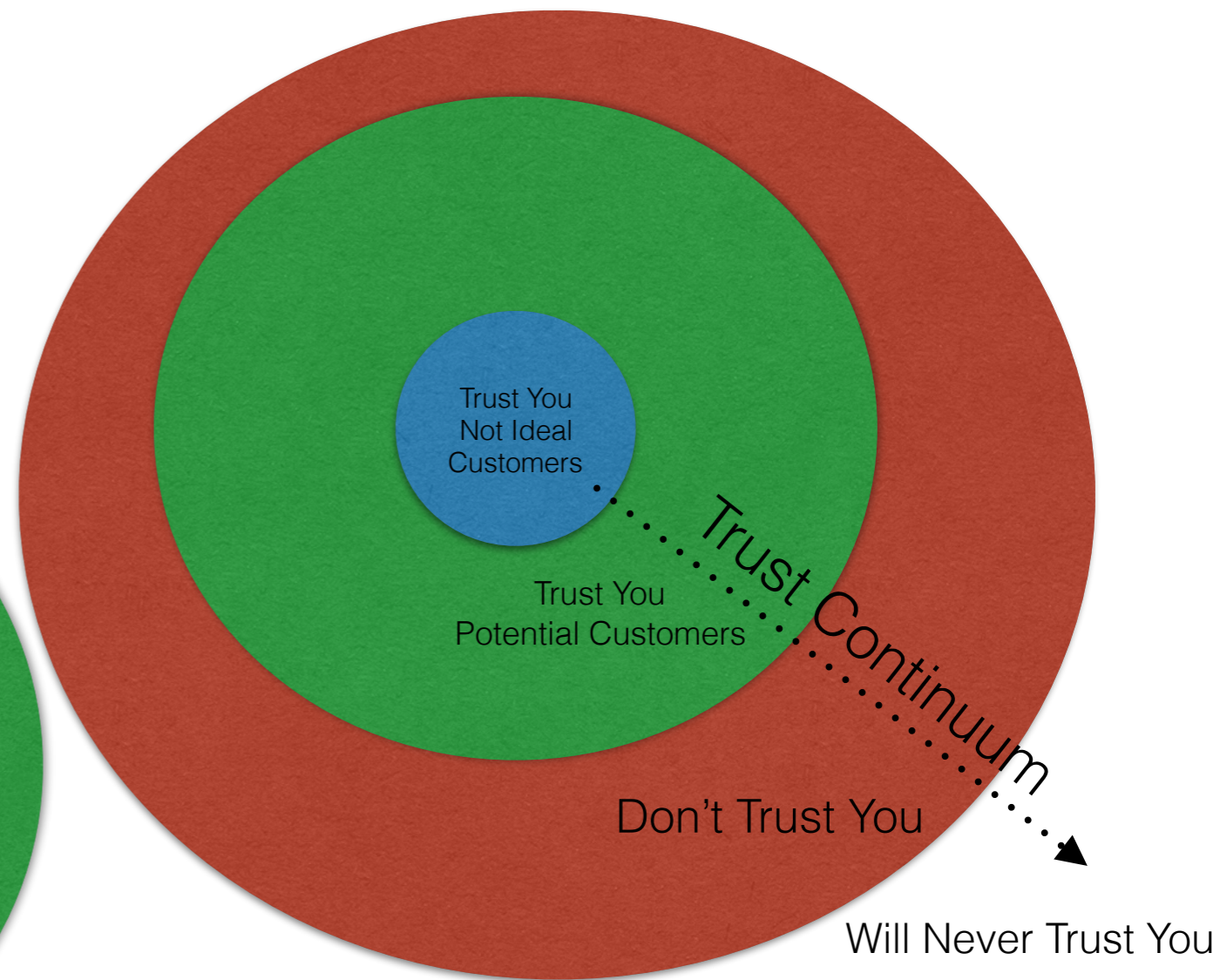
Trust Continuum, Time and Sales



The blue zone are your referral partners, advisors and strategic partnerships. Don't waste time selling to these non-ideal customers.

The green zone represents the first place to begin selling. These are the easiest people to sell to and where you should spend the majority of your active selling time.

The red zone is the place to go once you've maximized sales/plateaued with potential customers who already trust you.



Spend zero time with the people who will never trust you. The less trust, the more difficult it will be to make a sale. The larger the sale, the more trust required. The more trust, the easier they are to sell. Start with those who trust you the most and work your way outward to the people who trust you less.