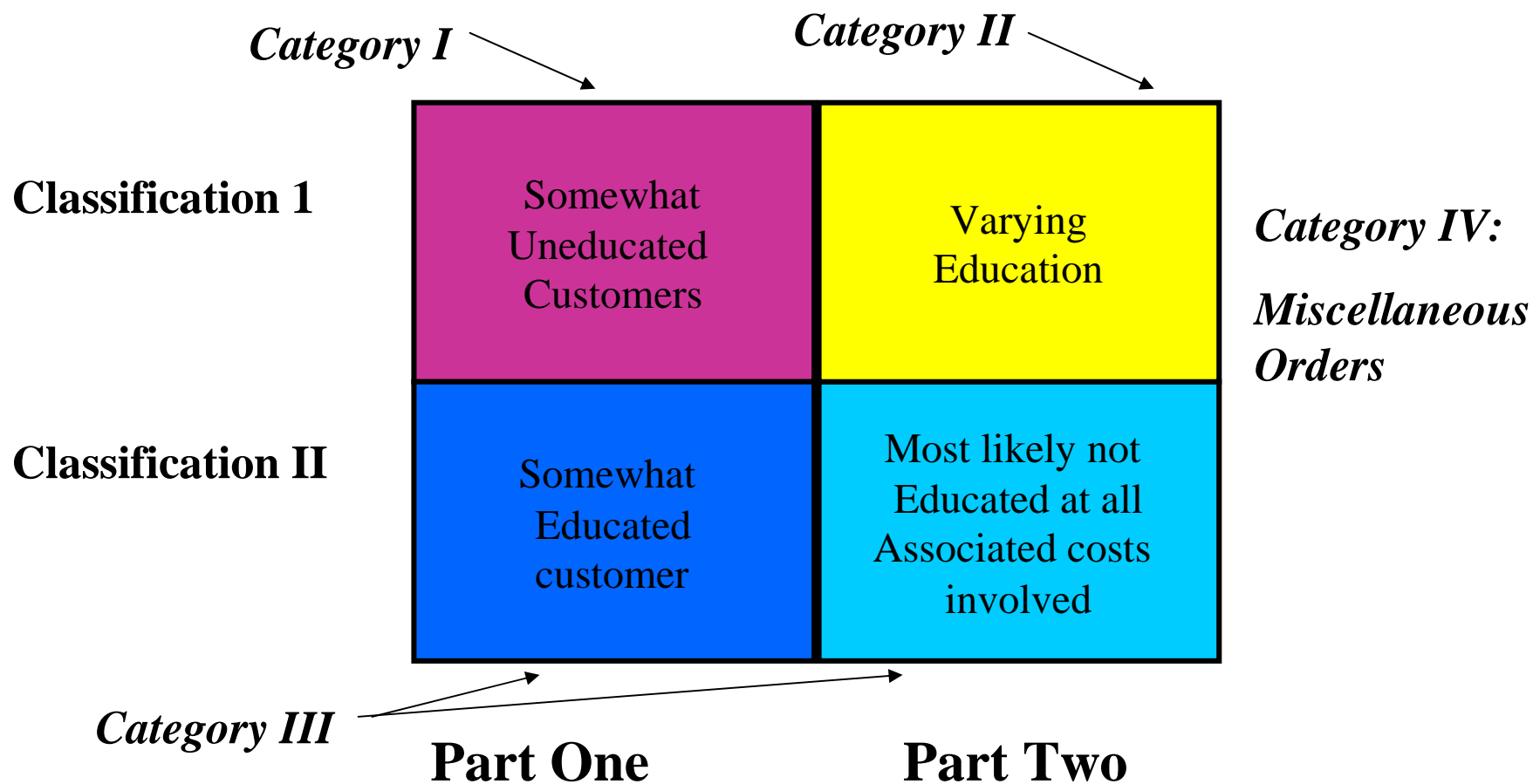


# CLIENT CLASSIFICATIONS...



# CLIENT CLASSIFICATIONS...



**Category I, II, III, IV:**

**Breakdown of each kind of consumer**

**Their likely questions and mind set**

**When approaching a Category I, II, III, IV Clients:**

- **Marked actions for each one**

# HOW THESE CLIENTS CHOOSE THE BLANK COMPANY...



*Primary Lead  
Sources:*

<b>CATEGORY I:</b>  Source 1 Source 2	<b>CATEGORY II:</b>  Source 2 Source 3 Source 4
<b>CATEGORY III:</b>  Source 3 Source 5	<b>CATEGORY IV:</b>  Source 2 Source 4