





"EVERY ORGANIZATION IS PERFECTLY DESIGNED TO GET THE RESULTS THEY ARE GETTING" –TIM KIGHT

THINK

"CHANGE THE WAY YOU THINK!"

| | | | |
|-------------------------------------|---|--|---|
| THE FOR IMPACT POINT OF VIEW |   FOR IMPACT! |  IMPACT INCOME | JUST ASK!!! |
| BIG IDEAS | <p style="text-align: center; color: blue;">CHANGE YOUR VOCABULARY!!!</p> <p style="text-align: center; color: red;">THINK BIG. BUILD SIMPLE. ACT NOW.</p> <p style="text-align: center; color: blue;">MESSAGE ARTICULATION</p> | <p style="text-align: center; color: red; font-size: small;">Transactions</p> <p style="text-align: center; color: green; font-weight: bold;">MAXIMIZE THE RELATIONSHIP</p> <p style="text-align: center; color: green;">A 'NEW' FUNDING MODEL</p> <p style="text-align: center; color: green; font-size: small;"></p> <p style="text-align: center; color: red; font-size: small;">CAMPAIGNS</p> <p style="text-align: center; color: green; font-weight: bold;">FUNDING INITIATIVES</p> | <p style="text-align: center; color: blue;">YOU'RE IN SALES, GET OVER IT!</p> <p style="text-align: center; color: orange; font-size: large;">97%/3%</p> <p style="text-align: center; color: blue;">FOCUS TOP-DOWN</p> <div style="display: flex; justify-content: space-around; align-items: center;"> <div style="text-align: center; color: blue;">SHARE THE STORY</div> <div style="font-size: 2em;">←→</div> <div style="text-align: center; color: blue;">PRESENT THE OPPORTUNITY</div> </div> |

PLAN

"HOPE IS NOT A STRATEGY!"

| | | |
|------------------|---------------------|---------------------|
| CASE FOR SUPPORT | PRESENTATION DESIGN | QUALIFIED PROSPECTS |
|------------------|---------------------|---------------------|

"ENGAGE... THEN PLAN!"

EXECUTE

"SHARE THE STORY... PRESENT THE OPPORTUNITY"

| | | |
|------------|---------|-----------|
| PREDISPOSE | PRESENT | FOLLOW-UP |
|------------|---------|-----------|

"SELLING IS NOT TELLING... UNLESS IT'S A STORY"

PREPARE.

PRACTICE.

PRESENT.