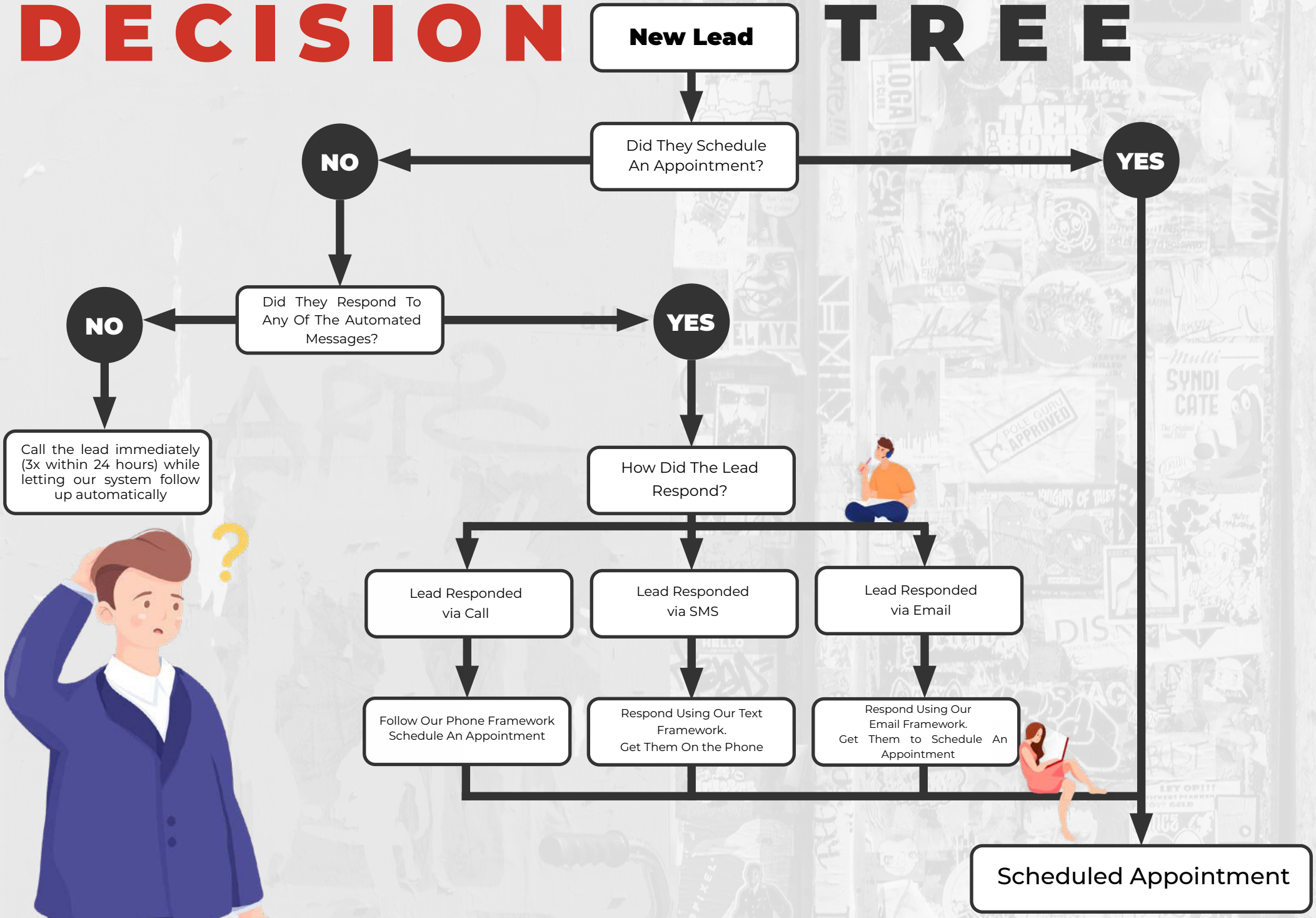
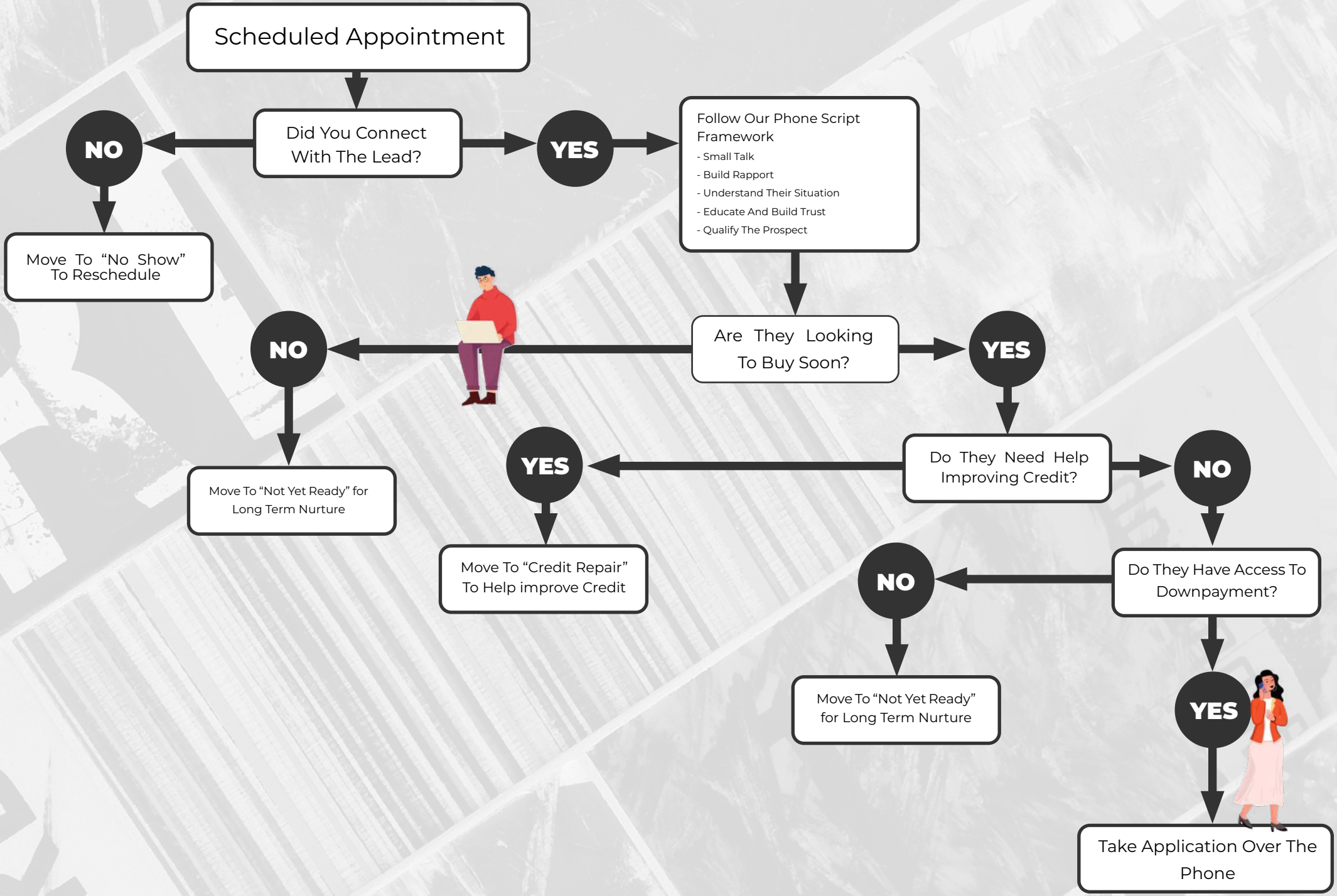
DECISION TREE



FAIR GOOD VIBE SQUAD UNFAIR ADVANTAGE GOOD



BE SQUAD UNFAIR ADVANTAGE GOOD VIBE SQUAD UNFAIR ADVA

Take Application Over The Phone

Gain Commitment To Send Their Documents

Did They Send Their Documents?

NO

Run “Docs Requested” Follow Up Campaign

YES

Schedule Secondary Appointment

- Small Talk
- Build Rapport
- Understand Their Situation
- Educate And Build Trust
- Qualify The Prospect

Move To “Pre-Approved” Stage