

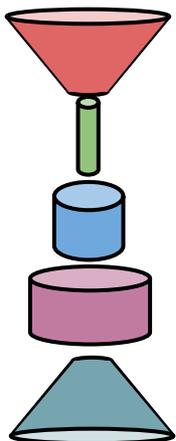
Area 4: Servicing

Turn our servicing into a profit center

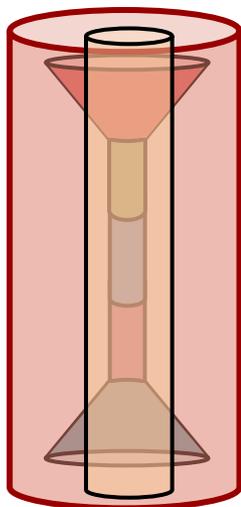
How do we gain more referrals from clients?

Area 4: Servicing is considered in most companies as a cost center . . . rather than a profit center. When we understand natural laws such as the Cluster Principle and Seed Reproduction Principle, we discover ways to make servicing the most profitable of the five areas.

Often The Reality



The Ideal

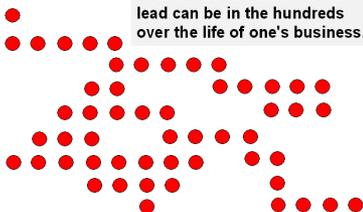


Cut paper in half. Roll paper to the proper level. Lower level smaller cylinder

The Cluster Principle

It's not unusual that an individual will know between 3 and 9 other individuals who are interested in the same product/service over the next six to twelve months.

The number of leads from one lead can be in the hundreds over the life of one's business.



When **Box 12: Feed Successes back into Areas 1, 2 and 3 is applied for massive profits, we understand, at a much deeper level, how much value our servicing team really has.**

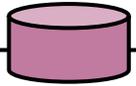
Questions . . . Call the individual who provide you with this model or 888.230.2300

Area 4: Servicing

Top / Front

Area 4: Servicing

Turn our servicing into a profit center

Level 1 -  Ask for referrals **7**

Do we have a system for obtaining referrals? Does it work?

Level 2 -  Feed Successes into 1,2,& 3 **12**

Do we have a system for capturing successes and then leveraging those into a lot more business?

Level 3 -  Master steps pressure points **17**

Do we really know our numbers and watch them closely to maximize profits?

Level 4 -  Measure all costs **22**

Do we measure our time, costs and resources and then determine lowest cost strategies?

Level 5 -  Apply 5 Freedom Fighters **26**

Do we leverage the 5 Time Management Freedom Fighters in all areas of servicing?

Level 6 -  Turn into profit center **29**

Do we measure our success in servicing based on the new business we generate?

Dimension "&"
The NEXT Dimension

Have we mastered all the above to everything that we know we should be doing? Once we do, we'll jump to the next dimension.

Dimension "M"

