



Customer Acquisition

- Lead Generation

- Lead Nurture

- Lead Qualify

- Lead Conversion

Customer Retention

- Product Success

- Relationship Building

- Create Longevity

- Brand Loyalty

Customer Conversion

- Qualify Desire

- Invite & Inform

- Offer "Proven Path"

- Convert & Launch

Simple close: "Is this what you were looking for? Great, let's get you started."