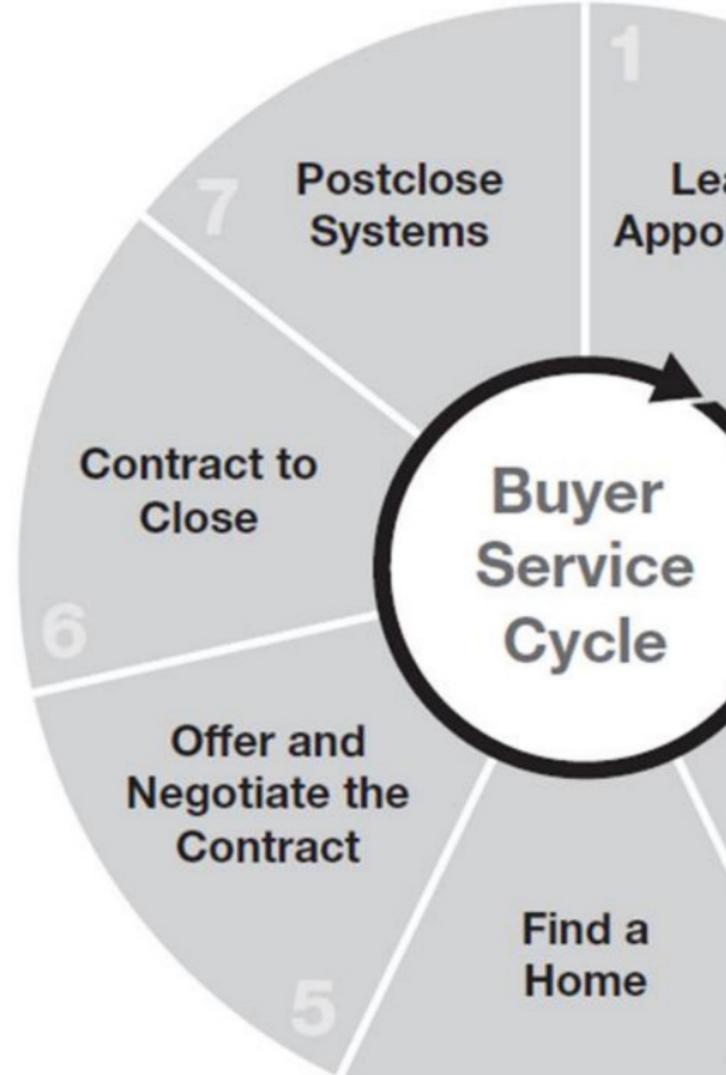
## The Seven-Step Buyer Service Cycle Model



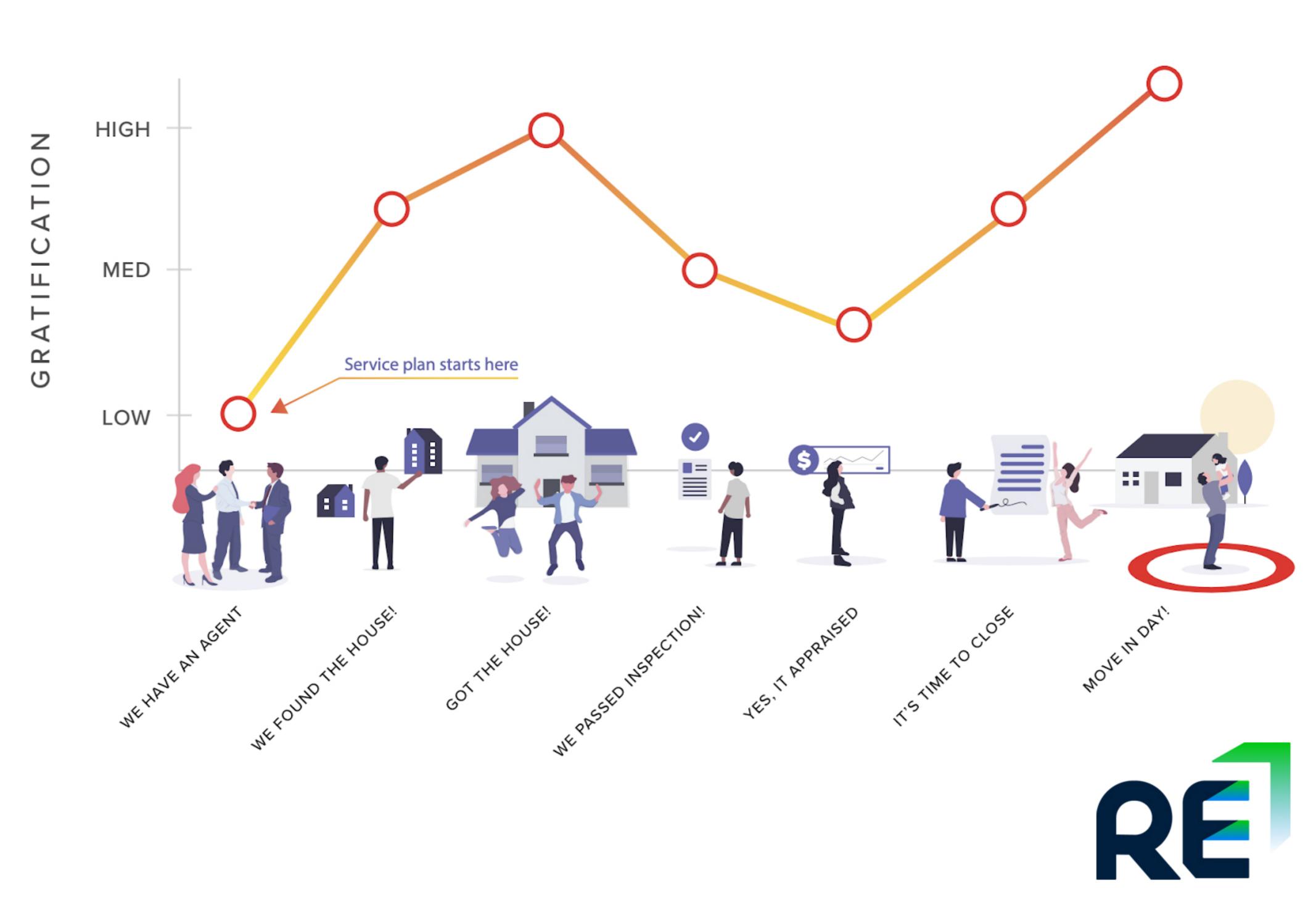
Leads to Appointments

> Prepare for the Buyer Consultation

## Buyer Consultation



## **BUYER GRATIFICATION CURVE**



## THE COUNTDOWN TO PAYDAY

