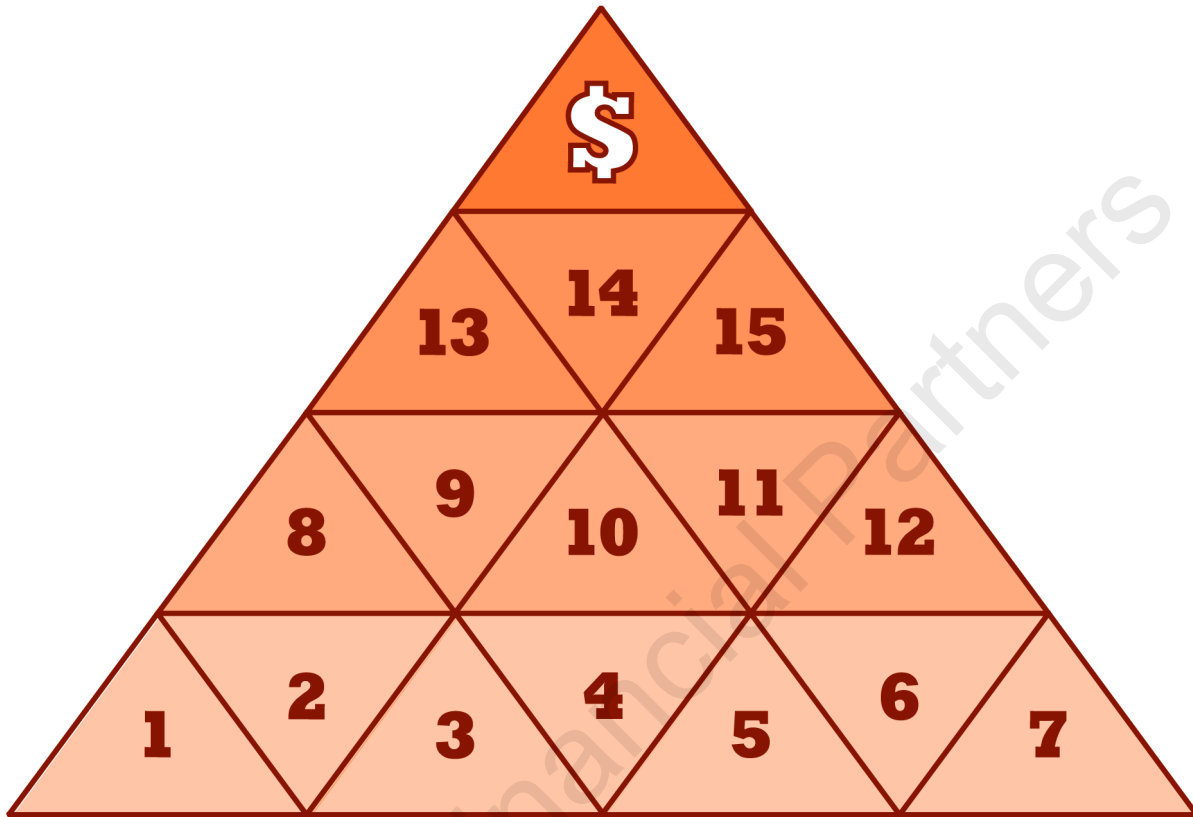


Prospecting Power Pyramid

FINAL EXPENSE



Setting 15 appointments each week will yield exceptional income and outstanding long-term business success.

Appointments should come from a combination of the following efforts:

1. New leads (phone)
2. Older leads (phone)
3. Door Knocks (Delivery Notification)
4. Re-scheduled Appointments
5. Referrals
6. Re-visits (existing clients)
7. Conservation
8. Placement