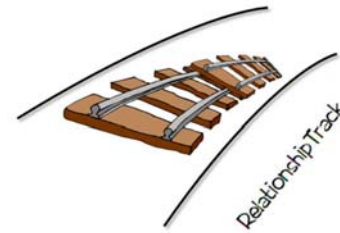
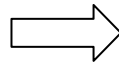


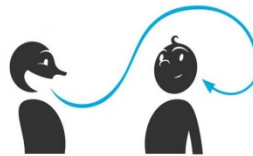
**1**

Imagine that Buy/Sell Cycles or building relationships with others is like a railroad track. There is a beginning, middle and ongoing track.

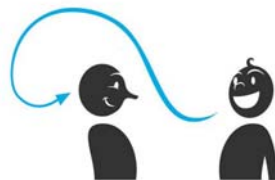


**2**

Imagine telling a good story when you first meet someone. The story may be about you, your company, or someone you have helped. In that story you communicate in a manner that begins building.....



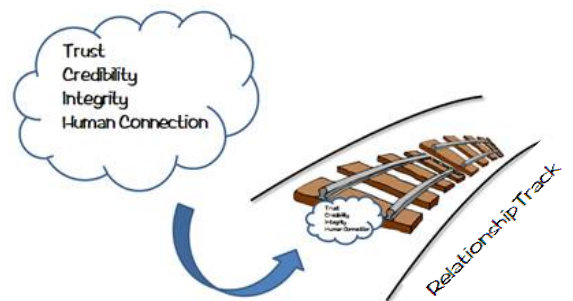
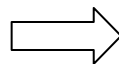
**3**



Imagine the story you tell 'connects' with that person. The chances are very high they will tell you their story. Along the way they build the same elements with you! A HUMAN connection and 'track', which goes beyond the stories you shared, has begun.

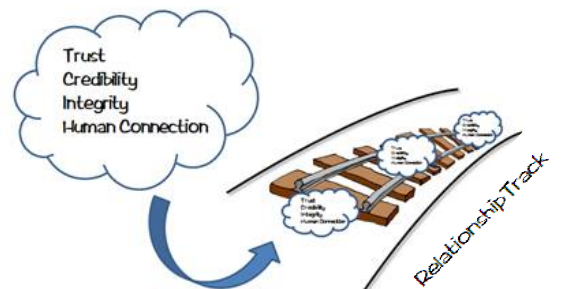
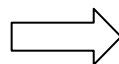
**4**

The exchanging of stories between you and others may create a connection that goes beyond the story itself and allows the initiation of an ongoing human relationship. One of a personal nature and potentially a business nature.



**5**

It is important to understand stories and staying connected continues into the future. It always plays an important part of continuing relationships whether personal or business! People love to tell stories!



**A key to using story telling is to do it ON PURPOSE and with Quality!**