

FIX THIS NEXT BOOK GRAPHICS & CHARTS

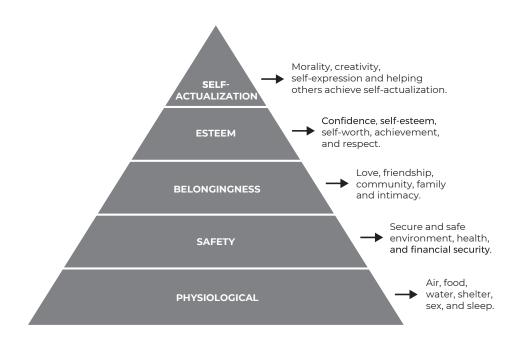


Figure 1. Maslow's Hierarchy of Needs

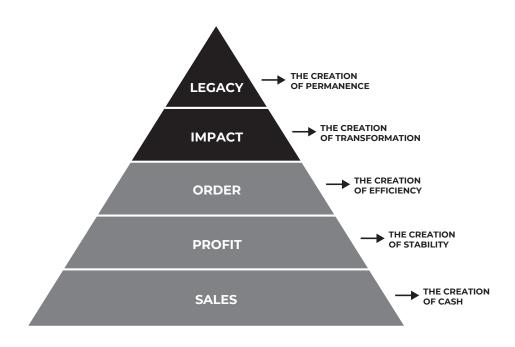


Figure 2. Business Priority Pyramid

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THE 5 CORE NEEDS FOR SALES

- ☐ Lifestyle Congruence
- Prospect Attraction
- ☐ Client Conversion
- ☐ Delivering on Commitments
- ☐ Collecting on Commitments

THE 5 CORE NEEDS FOR PROFIT

- Debt Eradication
- ☐ Margin Health
- ☐ Transaction Frequency
- ☐ Profitable Leverage
- ☐ Cash Reserves

THE 5 CORE NEEDS FOR ORDER

- ☐ Minimized Wasted Effort
- ☐ Role Alignment
- ☐ Outcome Delegation
- ☐ Linchpin Redundancy
- ☐ Mastery Reputation

THE 5 CORE NEEDS FOR IMPACT

- ☐ Transformation Orientation
- Mission Motivation
- ☐ Dream Alignment
- ☐ Feedback Integrity
- ☐ Complementary Network

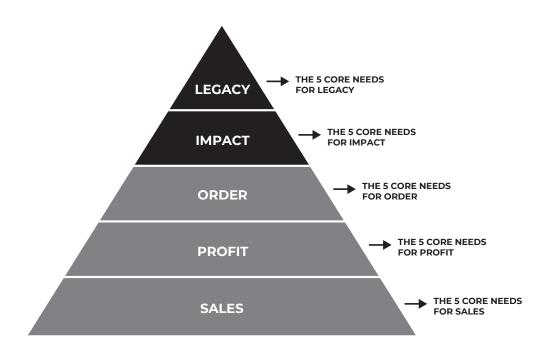
THE 5 CORE NEEDS FOR LEGACY

- ☐ Community Continuance
- ☐ Intentional Leadership Turn
- ☐ Heart-based Promoters
- Quarterly Dynamics
- ☐ Ongoing Adaptation

Figure 3. The BPP with the Five Core Needs of Each Level



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THE 5 CORE NEEDS FOR SALES

- **☑** Lifestyle Congruence
- Prospect Attraction
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- **☑** Delivering on Commitments
- ☐ Collecting on Commitments

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Figure 4. The BPP with satisfied Core Needs checked

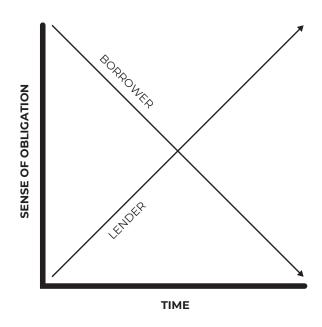


Figure 5. Borrower/Lender Obligation Matrix



Figure 6. The Give and Get Levels of the BPP





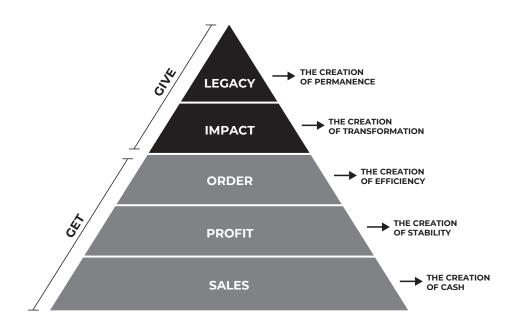


Figure 6: Business Priority Pyramid

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