

# Relationships By Design<sup>®</sup>

	UNV	Fast/Slow Growth	2020 Volume/Trend	\$ Retention	Life Cycle
<b>Most Important Clients</b>					
1.	\$			\$	
2.	\$			\$	
3.	\$			\$	
4.	\$			\$	
5.	\$			\$	
<b>Most Significant Prospects</b>					
1.	UNV	Fast/Slow Growth		\$ Attract	Predictable Sales Cycle
2.	\$			\$	
3.	\$			\$	
4.	\$			\$	
5.	\$			\$	
<b>Most Valuable Player</b>					
1.	Tenure	Dominant Value		\$ Attract	\$Retain
2.	\$			\$	
3.	\$			\$	
4.	\$			\$	
5.	\$			\$	
<b>Key Supplier</b>					
1.	Major Contribution			\$Retain	
2.					