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'R ¶ V DQG 'R Q ¶ W WR UHVS RQG WR VRPH RQ

6RPH SHRSOH PD\ ILQG LW D FKDOOHQJH NQRZLQJ KR
RXW WR WKHP 2QH WKLQJ WR NHHS LQ PLQG LV WKD
DQ[LHW\ DQG SUHSDUDWLRQ WR WDNH WKH GHFLVLRO
WKHP DQG VKRZ WKDW \RX DUH VXSSRUWLYH RI WKH

- x 'R OLVWHQ WR ZKDW WKH\ DUH VD\LQJ ZLWKRXW L
- x 'R UHVSHFW FRQILGHQWLDOLW\
- x 'R WKDQN WKHP IRU WHOOLQJ \RX
- x 'R RIIHU RSSRUWXQLWLHV WR WDN DERXW LW ZL
- x 'R PDNH VXUH WKDW WKH\ NQRZ ZKHUH WR JHW VX
- x 'R XVH JHQGHU QHXWUDO ODQJXDJH
- x 'R DVN DERXW SUHIHUHG QDPH DQG SURQRXQV LI
- x 'R JHW LQIRUPHG DQG NQRZOHGJHDEOH
- x 'R FKDOOHQJH KRPR WUDQV SKRELD
- x 'RQ ¶ W PLQLPLVH WKHLU FRPLQJ RXW H J E\ VD\LQ
QR ELJ GHDO ¶ RU E\ FKDQJLQJ WKH VXEMHFW ZLW
- x 'RQ ¶ W DVN LQYDVLYH RU SHUVRQDO TXHVWLRQV X
UHODWLRQVKLS ZKHUH \RX GLVFXVVHG SHUVRQDO
- x 'RQ ¶ W PDNH DVVXPSWLRQV DERXW OLIHVW\OH DQG
VDPWH\ SDUWQHUV WKH\ ZLOO QRW KDYH D IDPLO\ F
- x 'RQ ¶ W GLVFXVV WKHLU LGHQWLW\ ZLWK SHRSOH V
- x 'RQ ¶ W PLVJHQGHU SHRSOH E\ XVLQJ WKH ZURQJ S



XLGH WR EHLQJ D JRRG /%74 DOO\

'LVSOD\ D)ULHQGV RI 2XW#8&/ VWLFNHU

x 2Q \RXU RIILFH GRRU ODSWRS ODE HQWUDQFH ZRUN VWDWLRQ HWF
x)RU PDQ\ /*%74 SHRSOH D YLVLEOH VLJQ WKDW \RX DUH DQ DOO\ FDQ

,QFOXGH WKH)ULHQGV RI 2XW#8&/ ORJR LQ \RXU HPDLO VLJQDWX

x \$Q\RQH \RX VHQG DQ HPDLO WR ZLOO NQRZ \RX DUH DQ DOO\
x 7KLV LV SDUWLFXODUO\ EHQHILFLDO IRU SHRSOH ZKR FDQ\W WUDYHO

8VH LQFOXVLYH ODQJXDJH

x ,QFOXVLYH ODQJXDJH KHOSV HYHU\RQH WR IHHO WKH\ EHORQJ DQG UD
HYHU\RQH LV VWUDLJKW

x 8VH μHYHU\RQH\ LQVWHDG RI ODGLHV DQG JHQWOHPHQ

x 8VH μSHRSOH\ LQVWHDG RI PHQ DQG ZRPHQ

x :KHQ GLVFXVVLQJ SHRSOH\U UHODWLRQVKLSV XVH μSDUWQHUU\ LQVWH

x 'RQ\W SUHVXPH HYHU\RQH KDV ZDQWV D VLJQLILFDQW RWKHU

ODNH SURQRXQV D SDUW RI \RXU LQWURGXFWRQ

x :KHQ LQWURGXFLLQJ \RXWUHOODWLRQJ RPHRQH LV [[[[[[[[DQG P\ SURQR
KLP WKH\ WKHP [H [LU HWF

x 7KLV QRUPDOLVHV ODQJXDJH IRU ~~SHRSOH DZSURD\RXQH JRRGRU~~ SHRSO
QRXQV WKDW GRQ\W PDWFK ZKDW ZH H[SHFW EDVHG RQ WKHLU DSSHD

'RQ\W PDNH DVVXPSWLRQV

x 8QOHVV VRPHRQH WHOOV \RX GRQ\W DVVXPH \RX NQRZ ZKDW WKH\ LG

x 7KH\ PD\ EH ORRNLLQJ IRU ~~VXSSRUW LG FRPLQJ RXW DQGRWD RDNLLQJ~~
WKHLU RZQ SDFH

&DOO RXW KDUDVVPHQW

x ,I DQ\RQH LV XVLQJ GLVFULPLQDWRU\ ODQJXDJH ZKHWKHU RU QRW LW

x -RNHV FDQ FRXQW DV KDUDVVPHQW LI WKH\ PRFN RU RWKHUZLVH EHOL

(QFRXUDJH SHRSOH WR OHDUQ PRUH

x 3URPRWH WUDLQLQJ FRXUVHV ZKHUH SHRSOH FDQ OHDUQ PRUH DERXW
2XW#8&/ DOO\ FRXUVH YLD 8&/ WUDLQLQJ ERRNLQJ V\WHP RU 7UDQV

x (QFRXUDJH SHRSOH WR DWWHQG HYHQWV VXFK DV WKRVH KHOG GXULQ

x %I QR`Q