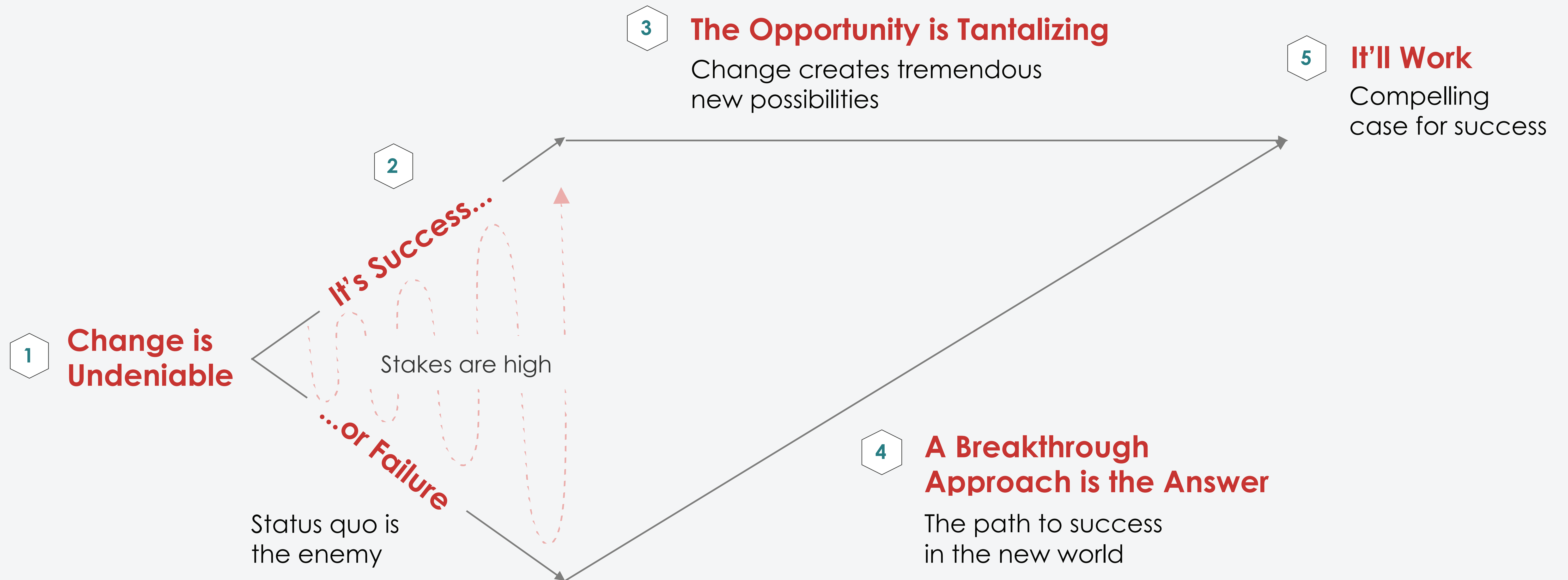


Insight Selling - Convincing Story Framework



1. Why Act?

2. Why Now?

3. Why Us?

4. Why Trust?