

BENEFIT ANALYSIS – They only want ONE thing from you...

... but it comes in three forms; more return, less risk, and greater options.
This document will help determine the core benefits you can offer your client

	Return ↑ (More of what they want)	Risk ↓ (Less of what they don't want)	Options ↑ (Some of what they might want later)
NOW (Transaction)			
LATER (Strategic)			