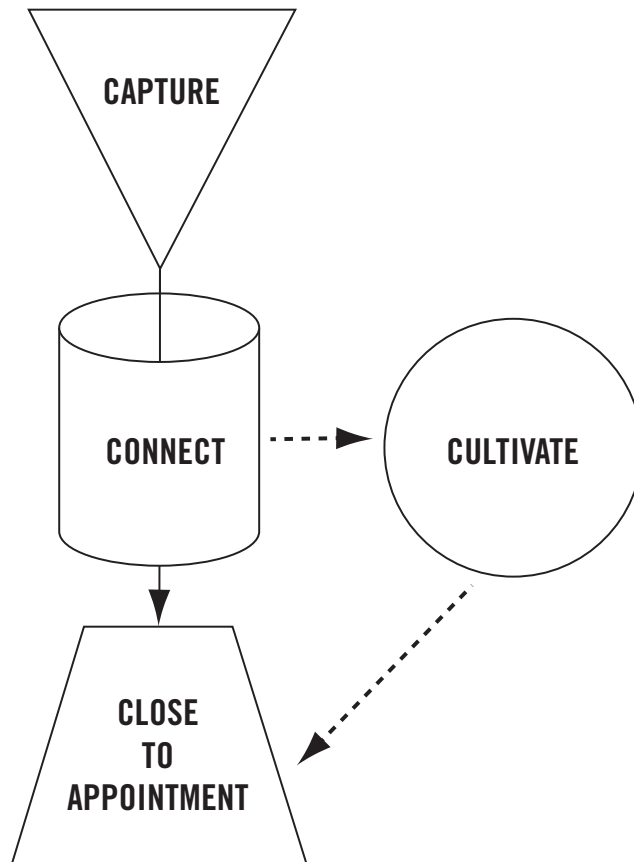


**CULTIVATING LEADS FOR FUTURE CONVERSION**

**FIGURE 21** When the straight path of capture-connect-close just isn't possible, think cultivation. You stay in close contact until an appointment becomes an option.