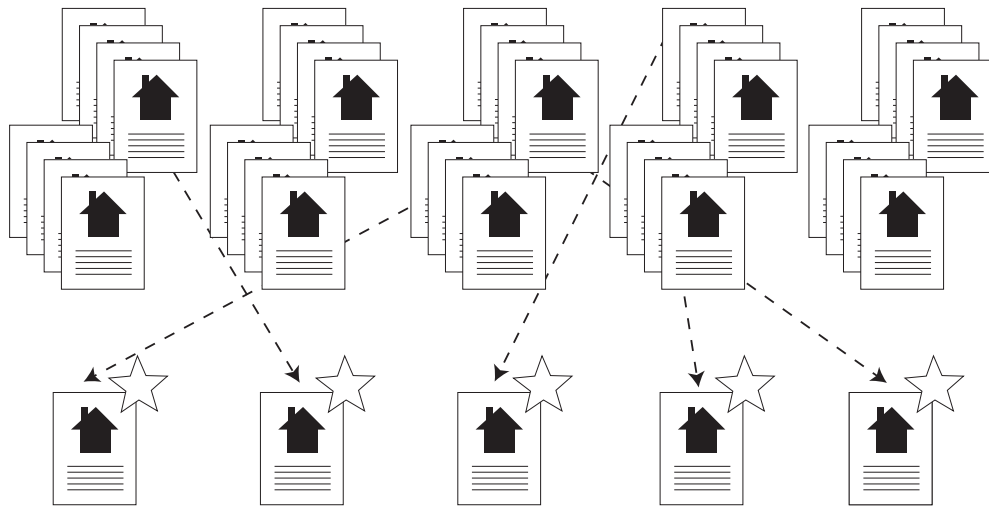


LESS IS MORE — NARROW THE FIELD!



When you help buyers reduce the choices, you'll find they are able to choose.

FIGURE 49 Winnowing the selection down from many good selections to a few great ones is hard work—and your buyers need your help. Careful and personal consultation will help them identify the best options for them and they will thank you for it.