

Channel Accounts = 1 Closed Client Per Month

Accounts = Average 1 Closed Client Per Quarter

Top 50 = Have referred leads or closed up to 3 deals total

Prospects = People you want to start referring you business

Accounts Pyramid

Realtor

1.	6.
2.	7.
3.	8.
4.	9.
5.	10.

Channel Accounts

1.	6.	11.	16.	21.
2.	7.	12.	17.	22.
3.	8.	13.	18.	23.
4.	9.	14.	19.	24.
5.	10.	15.	20.	25.

Top 50

1.	8.	15.	23.	30.	37.	44.
2.	9.	16.	24.	31.	38.	45.
3.	10.	17.	25.	32.	39.	46.
4.	11.	18.	26.	33.	40.	47.
5.	12.	19.	27.	34.	41.	48.
6.	13.	20.	28.	35.	42.	49.
7.	14.	22.	29.	36.	43.	50.

T R U S T B A R R I E R

Prospects

1.	6.	11.	16.	21.	26.	31.	36.	41.	46.
2.	7.	12.	17.	22.	27.	32.	37.	42.	47.
3.	8.	13.	18.	23.	28.	33.	38.	43.	48.
4.	9.	14.	19.	24.	29.	34.	39.	44.	49.
5.	10.	15.	20.	25.	30.	35.	40.	45.	50.

Goals for the Pyramid

Target our key relationships. Focus on each person and what they need. Take great care of them.

With PROSPECTS, have a great interview (questionnaire).

With Top 50 and ACCOUNTS, have great systems to take care of them and the leads they refer to your team. Your goal is to take each name UP the pyramid. Eventually, your pyramid will be top heavy.

Always remember that Prospects are a renewable resource.



**Plains
Commerce
Bank**