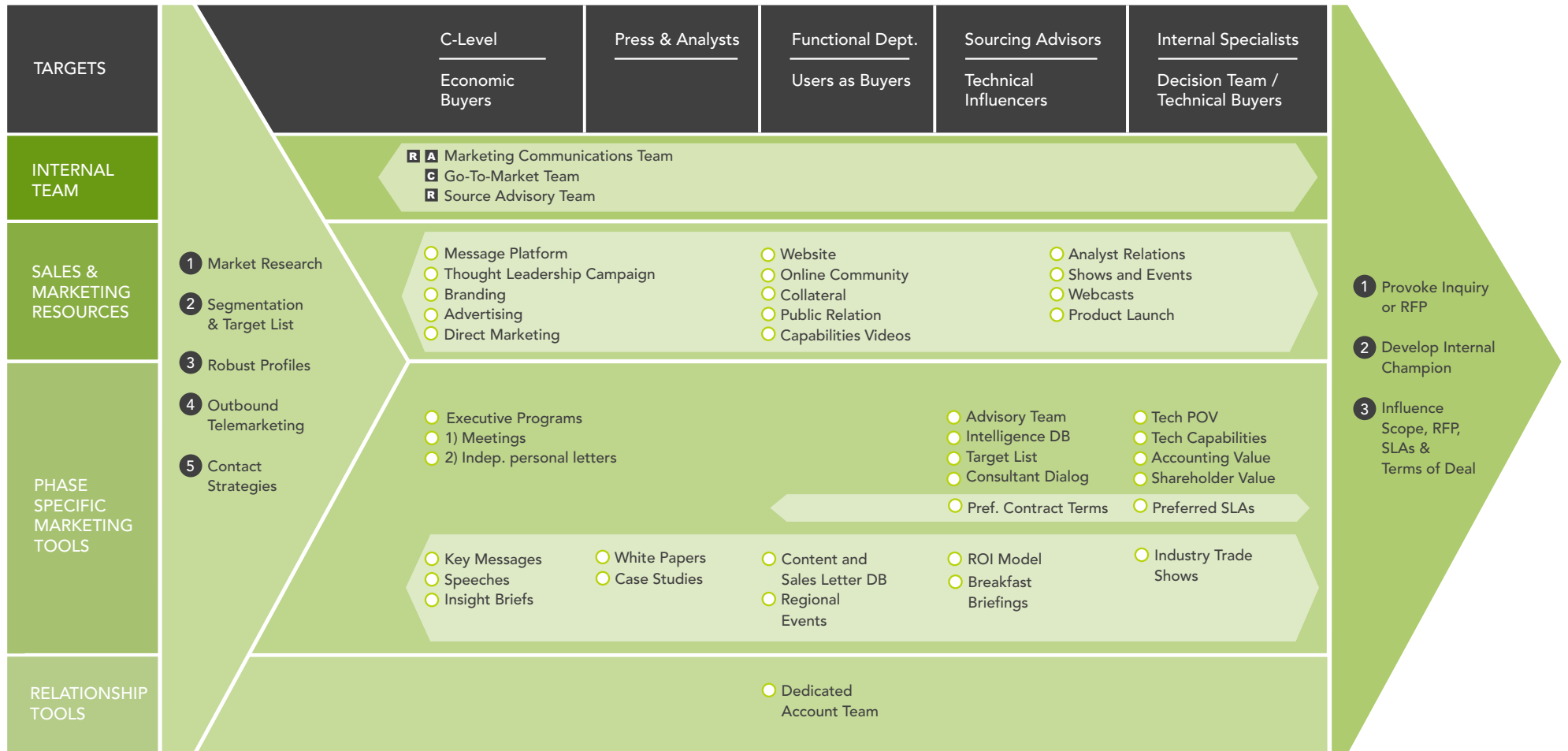


Prospect and Client Development Cycle

1 Influence the Environment: 12 - 18 Months Before Deal Cycle



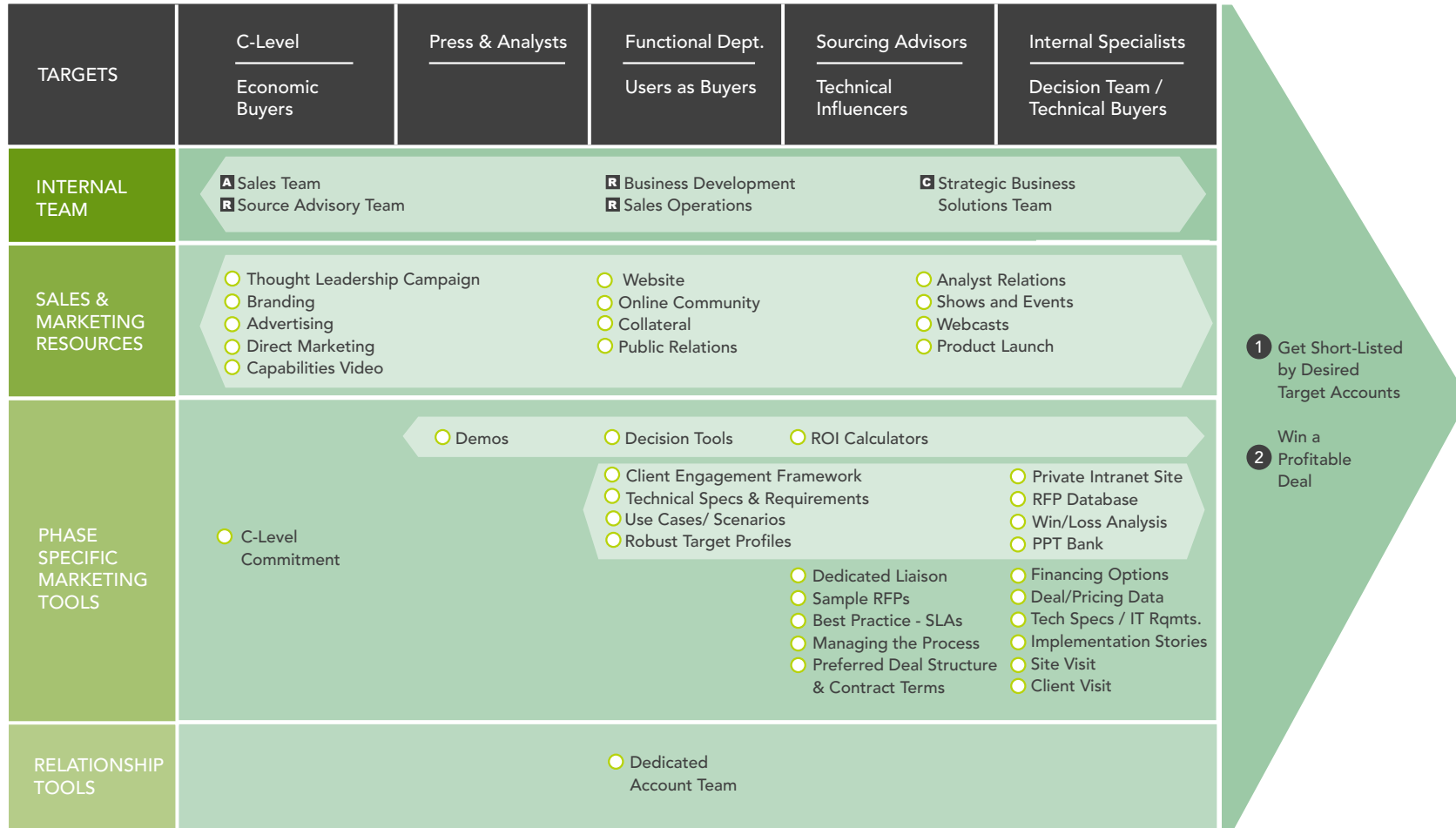
- R** Responsible
- A** Authority
- C** Consulting
- I** Informed
- Existing
- Exists in Nascent State
- Proposed by The Delve Group

Draft Version

© 2006 The Delve Group, Inc.

Prospect and Client Development Cycle

2 Active Deal Cycle: 3-9 Months Working with Prospects



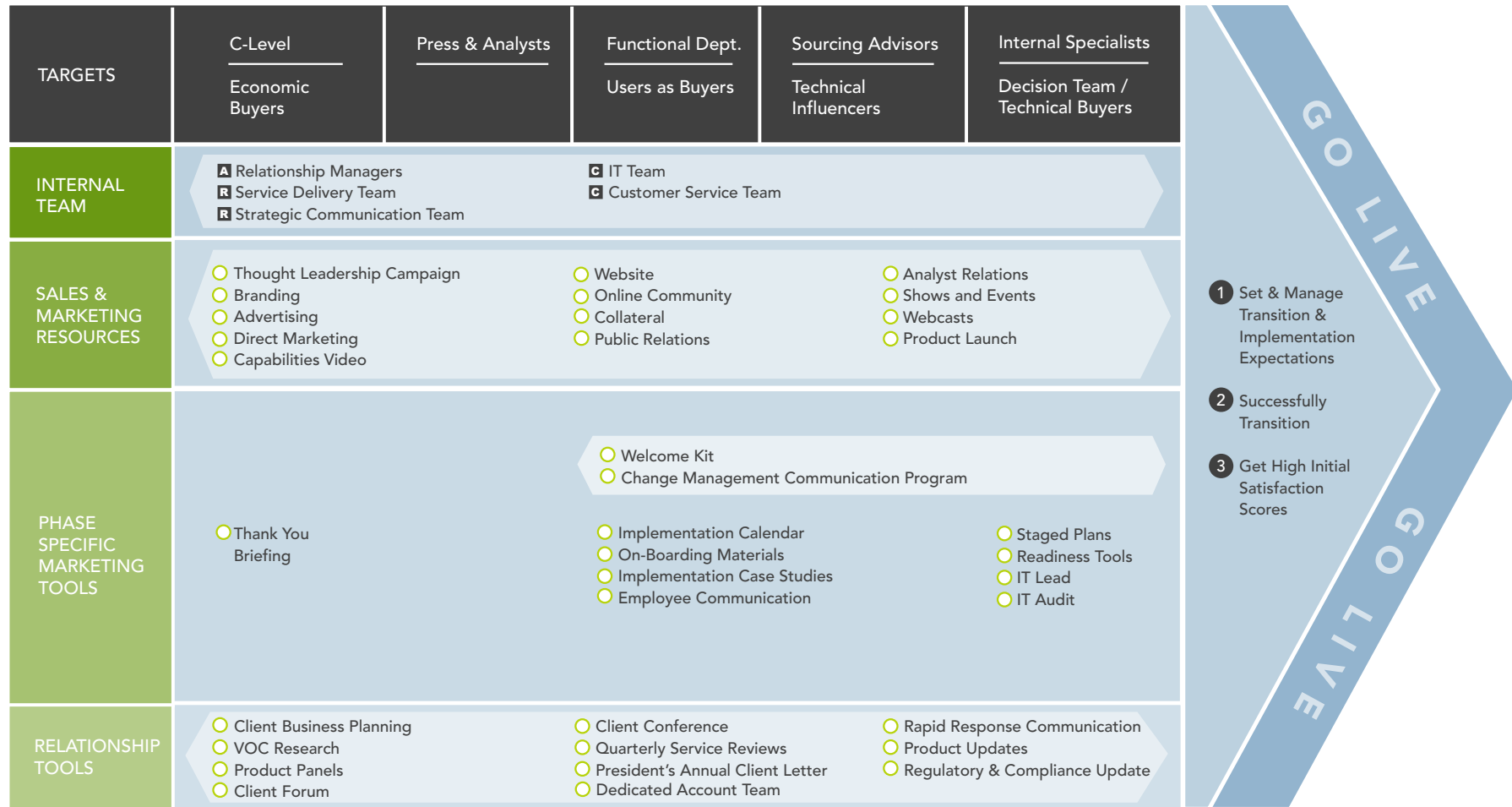
- R** Responsible
- A** Authority
- C** Consulting
- I** Informed
- Existing
- Exists in Nascent State
- Proposed by The Delve Group

Draft Version

© 2006 The Delve Group, Inc.

Prospect and Client Development Cycle

3 Transition & Implementation: First Year of Deal



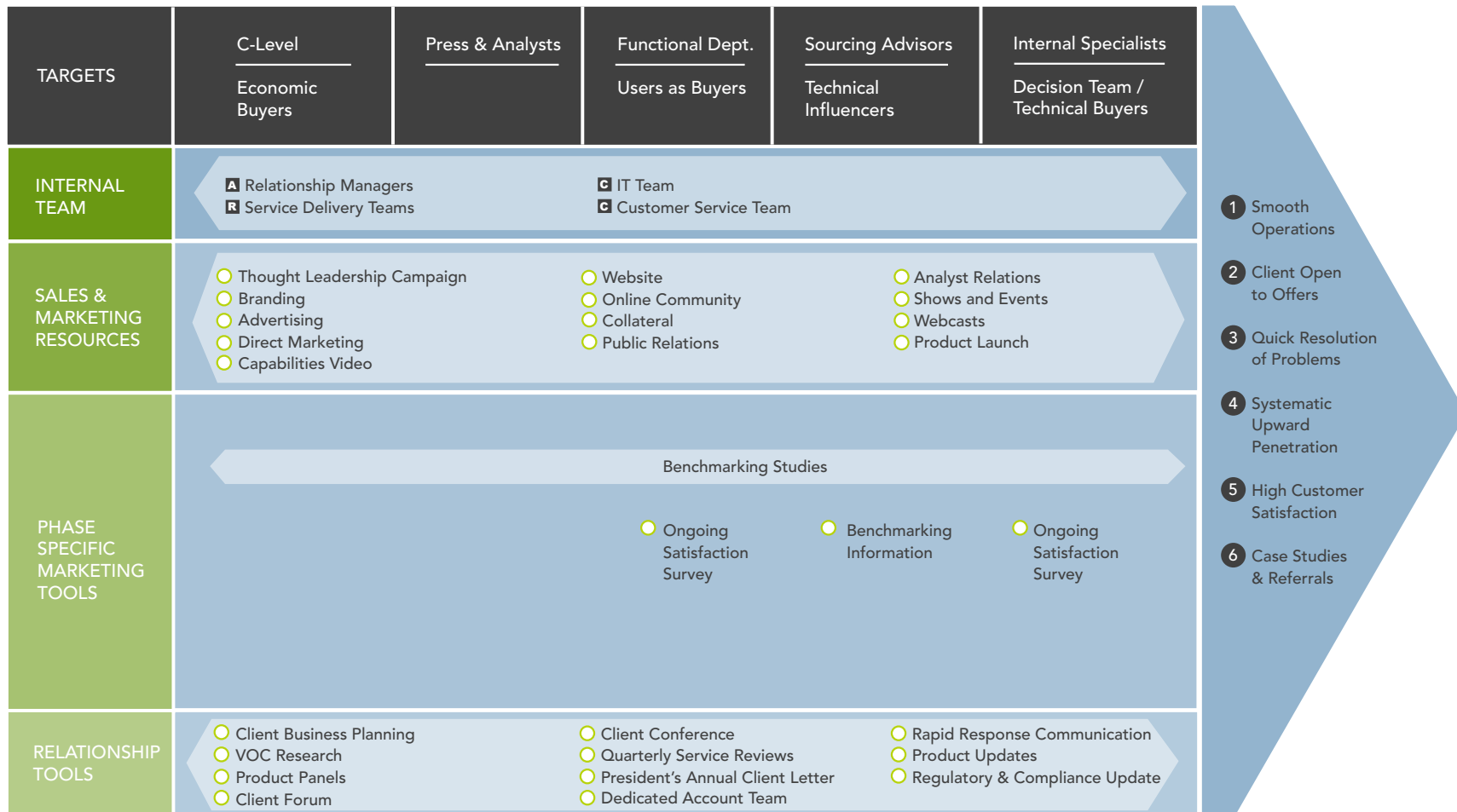
- R** Responsible
- E** Existing
- A** Authority
- EN** Exists in Nascent State
- C** Consulting
- P** Proposed by The Delve Group
- I** Informed

Draft Version

© 2006 The Delve Group, Inc.

Prospect and Client Development Cycle

4 Operational Phase: Years 2+ Under the Contract



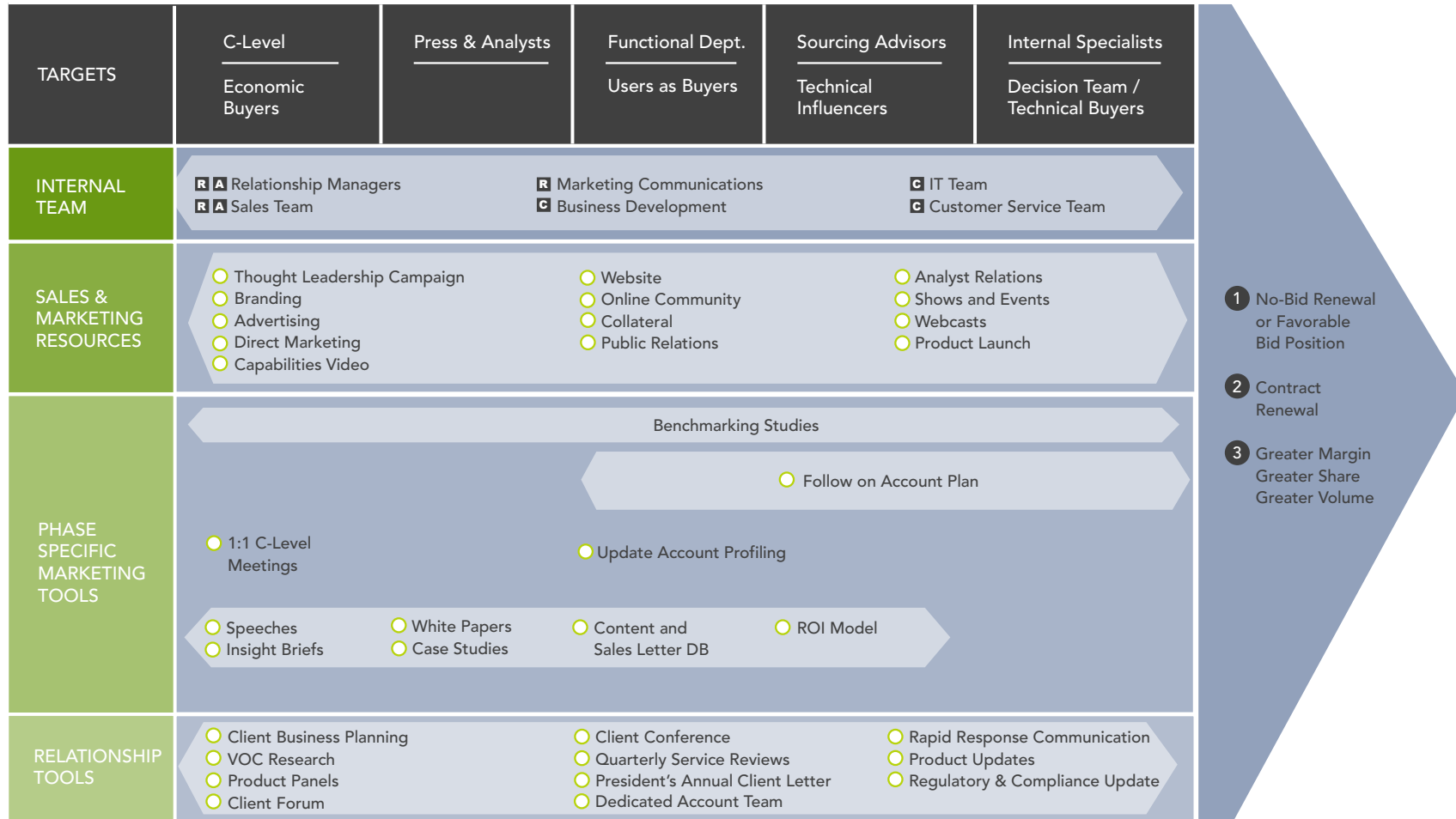
- R** Responsible
- A** Authority
- C** Consulting
- I** Informed
- Existing
- Exists in Nascent State
- Proposed by The Delve Group

Draft Version

© 2006 The Delve Group, Inc.

Prospect and Client Development Cycle

5 Continuation / Upsell / Cross-Sell: 24 Months Before Contract Expiration



- R** Responsible
- A** Authority
- C** Consulting
- I** Informed
- Existing
- Exists in Nascent State
- Proposed by The Delve Group

Draft Version