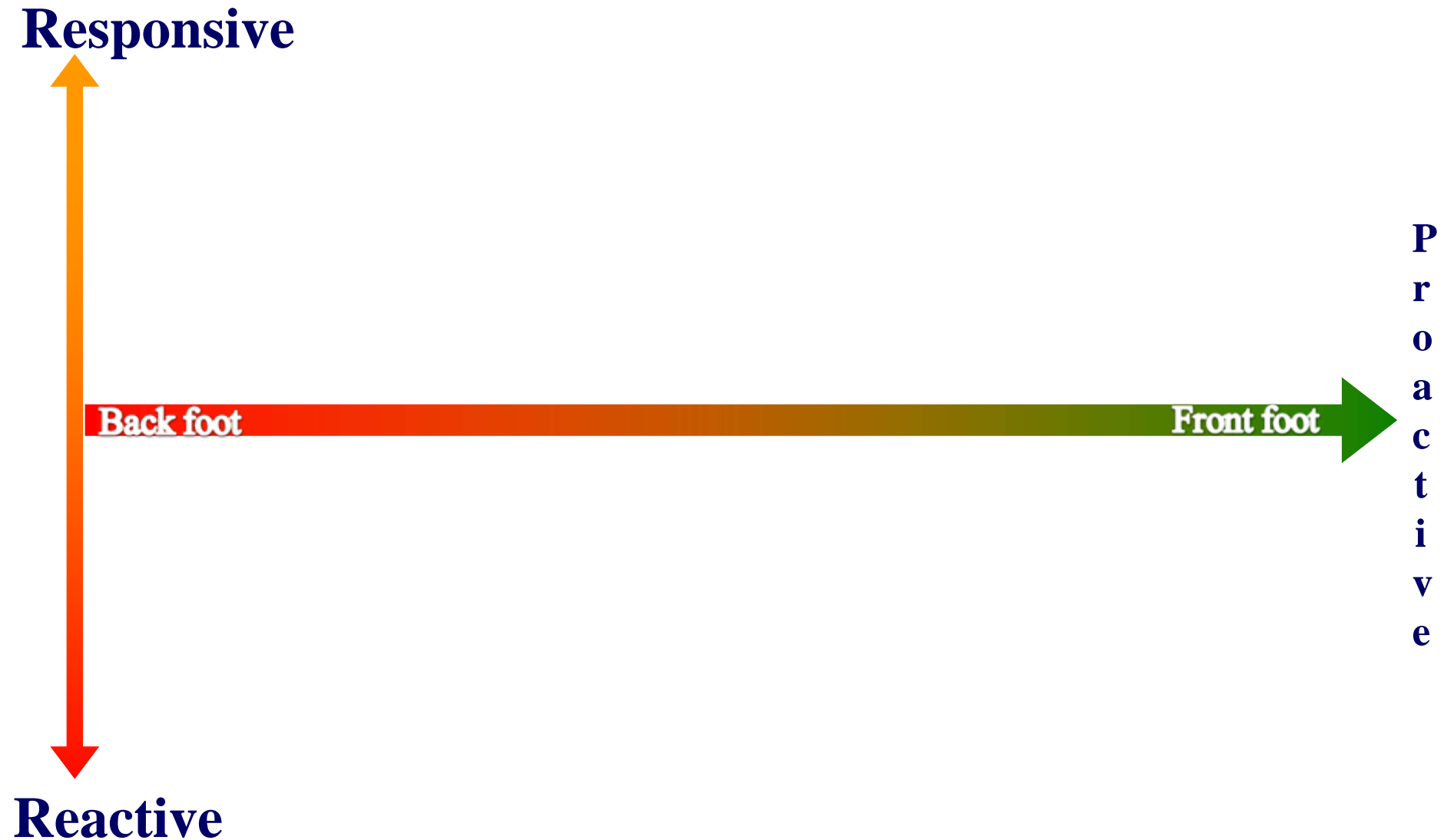


The Proactive – Reactive/Responsive spectrum



The Proactive – Reactive/Responsive spectrum

Responsive

(customer generated sales opp or service need)



Back foot

(customer service issue solution)

(profit growth activities)

Front foot

(pre-emptive service activities)

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Reactive

The Proactive – Reactive/Responsive spectrum

