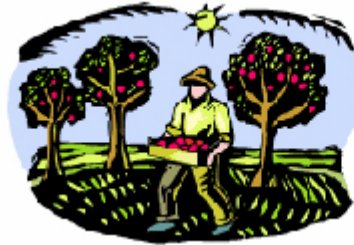


Servicing-Farming-Hunting-Specifying Spectrum



SERVICING

Ensure current customer orders are fulfilled

FARMING

Retain and grow existing customers

HUNTING

Win new customers

SPECIFYING

Solicit advocacy from non-purchasers to purchasers