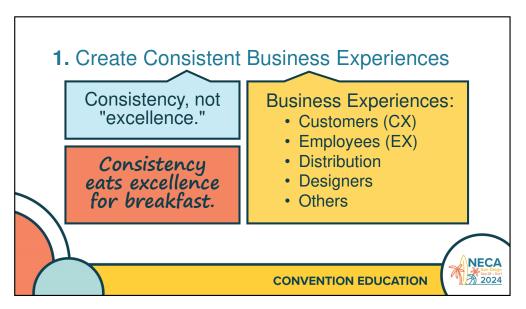


### Service & Maintenance Roundtable: 4 New Guidelines for Success

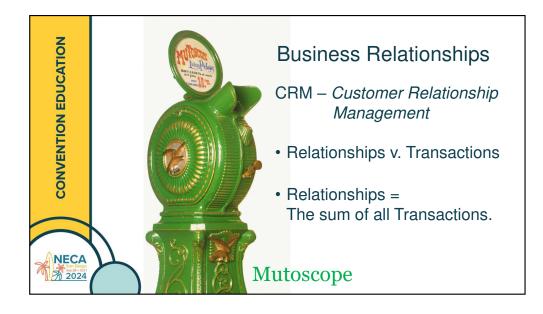
- Create Consistent Business Experiences 40%
- Nurture Every Business Relationship 30%
- Share Teachable Business Data 20%
- Explore Logical Business Expansion 10%

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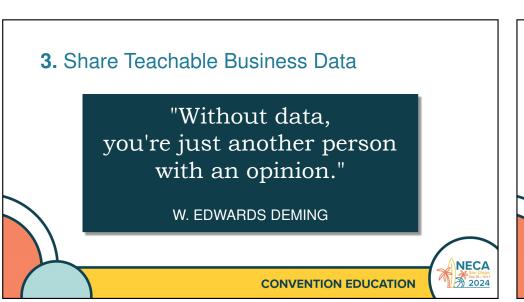














## 4. Explore Logical Business Expansion A reminder of the advantages of dealing directly with the owner of a facility. It's easier to sell something new to an existing customer than something new to a new one. Careful growth opens opportunities to add new

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- Create Consistent Business Experiences 40%
- Nurture Every Business Relationship 30%
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