

Channel Accounts = 12 loans closed in last 12 months

Accounts = Average 4 loans based on their referrals in the last year

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

Accounts Pyramid

Channel Accounts

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

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.