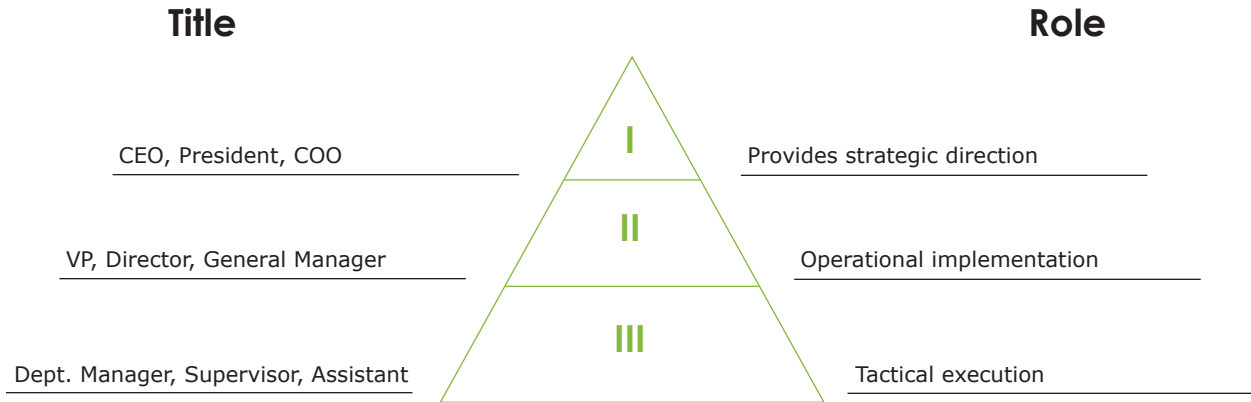


The Decision-Making Pyramid



Level I buys on Strategy
Level II buys on Operational implementation
Level III buys on Price/Avoidance of work

Fill in the blanks below

Account/Company Name: _____

Contact Name(s)

Title(s)

_____	I	_____
_____	II	_____
_____	III	_____