

# My Decker Grid™

|           |               |                      |                     |               |
|-----------|---------------|----------------------|---------------------|---------------|
| OPENING   | visual        |                      |                     |               |
|           | SHARP         | POINT OF VIEW        | GENERAL ACTION STEP | BENEFIT       |
|           |               |                      |                     |               |
|           |               |                      |                     |               |
| MAIN BODY | KEY POINT 1   | SUBPOINT 1           | SUBPOINT 2          | SUBPOINT 3    |
|           |               |                      |                     |               |
|           | KEY POINT 2   | SUBPOINT 1           | SUBPOINT 2          | SUBPOINT 3    |
|           |               |                      |                     |               |
|           | KEY POINT 3   | SUBPOINT 1           | SUBPOINT 2          | SUBPOINT 3    |
|           |               |                      |                     |               |
|           |               |                      |                     |               |
|           |               |                      |                     |               |
|           |               |                      |                     |               |
| CLOSING   |               |                      |                     | communication |
|           | POINT OF VIEW | SPECIFIC ACTION STEP | BENEFIT             | SHARP         |