



FILLING THE PIPELINE

WHY DOES SILVERBACK GROUP INVEST MONEY TO PURCHASE LEADS FOR OUR AGENTS?

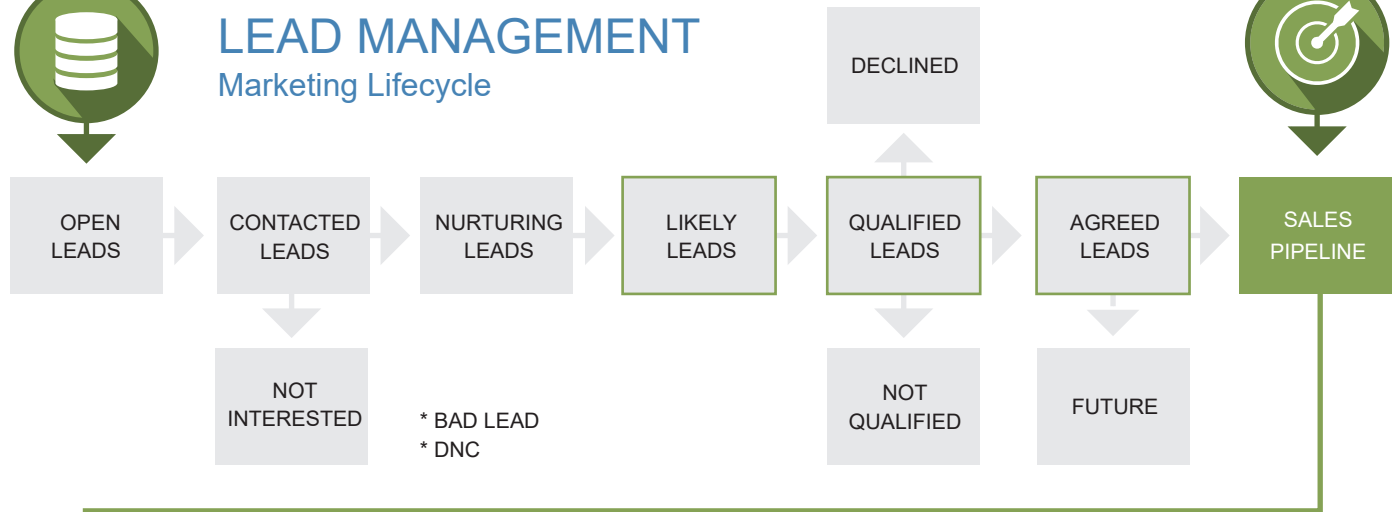
To provide training and to build an agent sales pipeline of clients.

DATABASE



LEAD MANAGEMENT Marketing Lifecycle

TARGET MARKET



DATABASE



SALES PIPELINE Sales Lifecycle

OUR AGENT

