

## Decision Making Table

Insider	Outsider
<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>Knows the clients</li> <li>Clients know them</li> <li>Knows the staff</li> <li>Staff knows them</li> <li>Knows your referral sources</li> </ul> <p>Referral sources know them</p> <p>Saves time as you do not have to search for prospects</p>	<p><b>Advantages</b></p> <ul style="list-style-type: none"> <li>No preconceptions regarding clients</li> <li>Clients have no preconceptions about them</li> <li>No preconceptions regarding staff</li> <li>Staff have no preconceptions about them</li> <li>May be able to identify new client needs and have the resources to sell more services to clients</li> </ul>
<p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>May have some inappropriate preconceptions</li> <li>May be too close to clients to see opportunities for providing new services</li> </ul>	<p><b>Disadvantages</b></p> <ul style="list-style-type: none"> <li>Does not know the clients</li> <li>Clients do not know them</li> <li>Does not know the staff</li> <li>Staff do not know them</li> <li>May not know your referral sources</li> <li>Referral sources may not know them</li> <li>Takes time to find the right buyer</li> </ul>