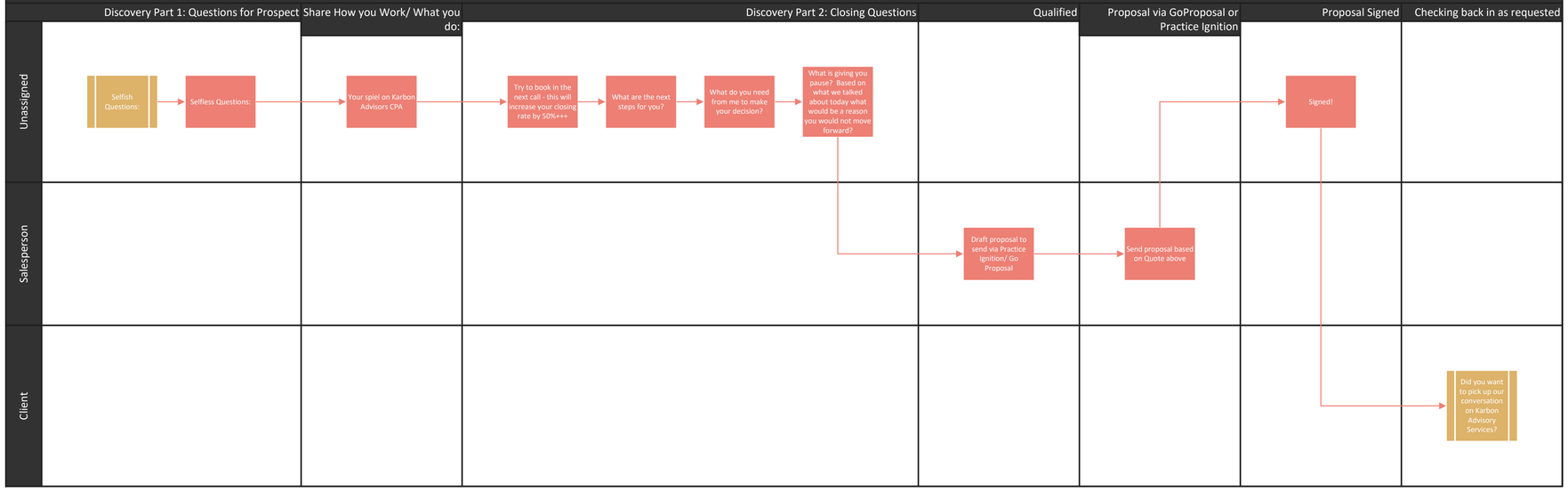Sales Qualification/ Discovery Process