<table>
<thead>
<tr>
<th>Sales and Marketing Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales Strategy</td>
</tr>
<tr>
<td>Sales Force Structure</td>
</tr>
<tr>
<td>Sample sales force structure</td>
</tr>
</tbody>
</table>

Sales Force Incentives
Sample sales force incentives

Sales Force Registration / License Certification
Sample sales force registration comments

Sales and Marketing Strategy
Sales Strategy
<table>
<thead>
<tr>
<th>Marketing Strategy</th>
<th>Marketing Strategy</th>
</tr>
</thead>
<tbody>
<tr>
<td>Online Marketing (Social Media) Strategy</td>
<td>Online Marketing (Social Media) Strategy</td>
</tr>
<tr>
<td>Sample social media strategy</td>
<td>If you entered your social media strategy in STEP 9 Inputs, then it will appear here.</td>
</tr>
</tbody>
</table>
### Lead Generation Strategy
Sample lead generation strategy

### Offline Media Strategy
Sample offline media strategy

### Lead Generation Strategy
If you entered your lead generation strategy in STEP 9 Inputs, then it will appear here.

### Offline Media Strategy
If you entered the description of offline media strategy in STEP 9 Inputs, then it will appear here.