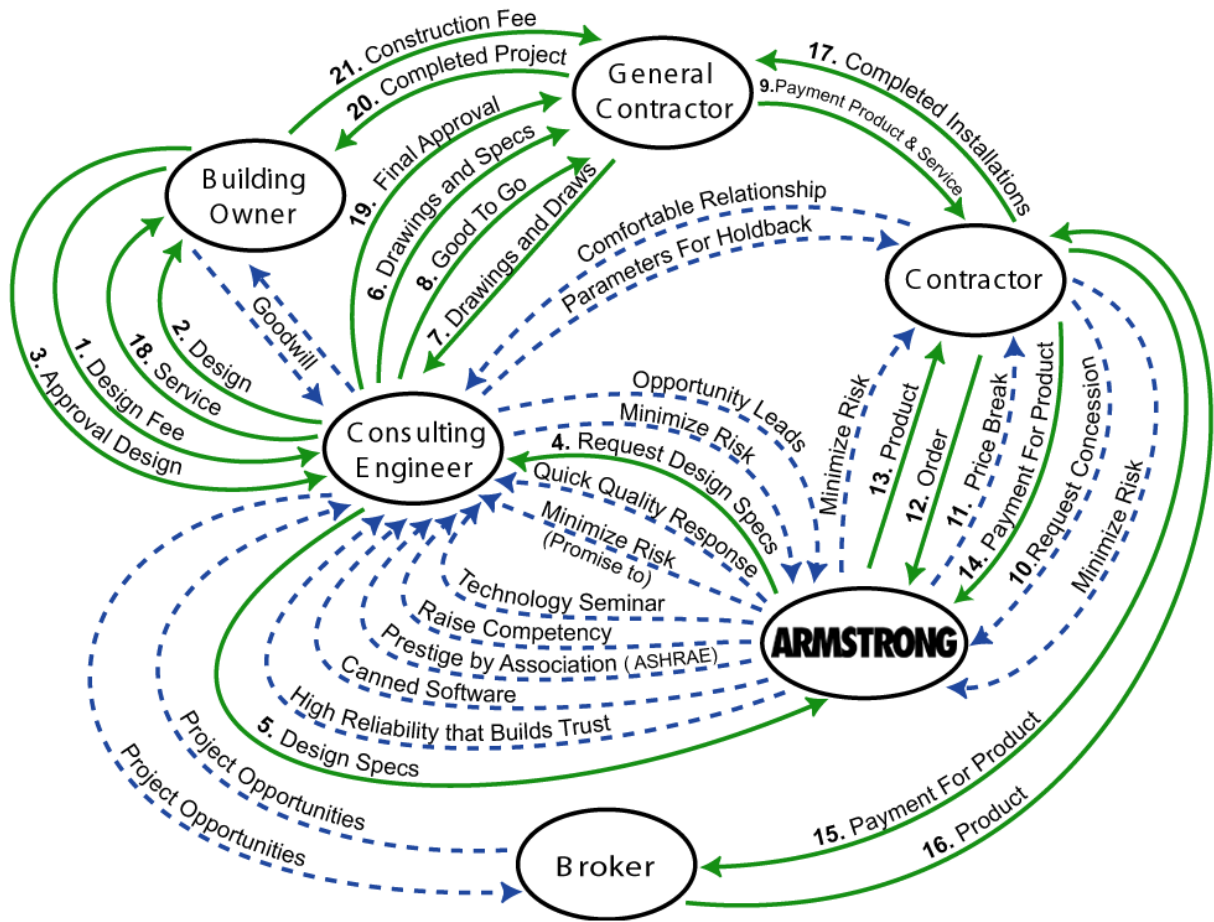


MANUFACTURER'S VALUENET WORK™	
Tangible Exchanges	Intangible Exchanges
1. Design Fee (from BO to CE)	
2. Design (from CE to BO)	
3. Approval of Design (from BO to CE)	
4. Request of Design Specs (from M to CE)	
	5. High Reliability that Builds Trust (from M to CE)
	5a. High Reliability that Builds Trust (from CE to M)
6. Drawings and Specs (from CE to GC)	
7. Drawings and Draws (from GC to CE)	
8. Good to Go (from CE to GC)	
9. Payment for Service (from GC to C)	
	10. Request Money Concession (from C to M)
	11. Price Break (from M to C)
12. Order (from C to M)	
13. Product (from M to C)	
14. Payment for product (from C to M)	
15. Payment for Product (from B to C)	
16. Product (from C to B)	
17. Completed Installations (C to GC)	
18. Service (from BO to CE)	
19. Final Approval (from CE to GC)	
20. Completed Project (from GC to BO)	
21. Construction Fee (from BO to GC)	
	More Intangibles from SAA map (in no particular order)
	Goodwill
	Comfortable Relationship
	Parameters for Holdback
	Covers Big Problems
	Covers Small Problems
	Opportunity Leads
	Minimize Risk (Formerly "Cover Them---")
	Quick Quality Response
	Educational seminars
	Raising competency
	Prestige by Association (ASHRAE)
	Canned Software
	Project Opportunities



■ = Tangible Exchanges
 ■ = Intangible Exchanges