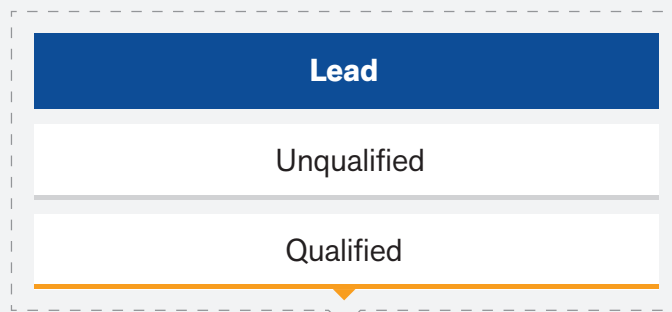




**Sales Pipeline**



**Key**

Status
Sub-Status

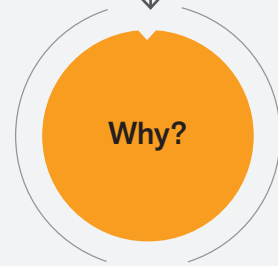
PL Personal Lines  
CL Commercial Lines



YES

NO

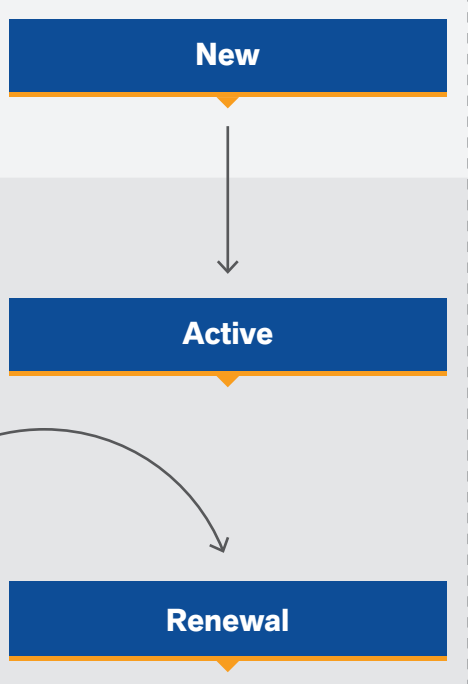
New Policy



They refused us

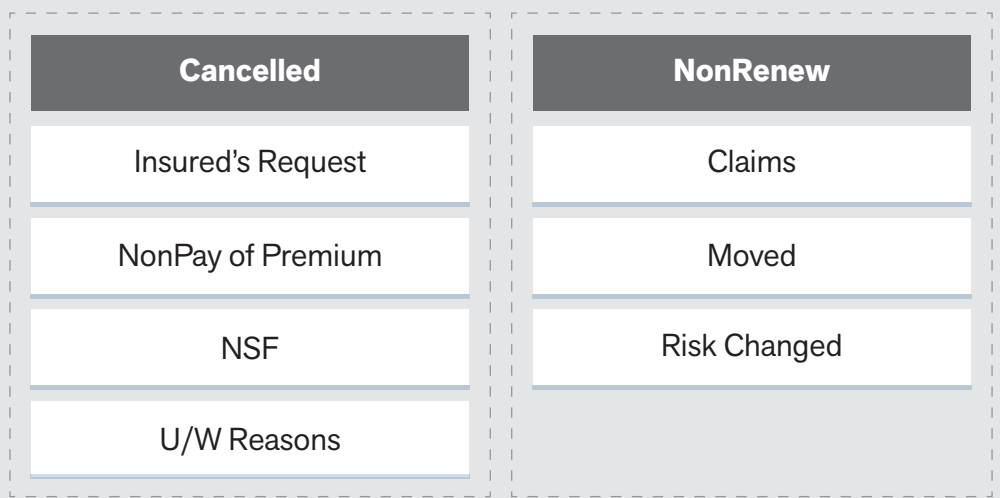
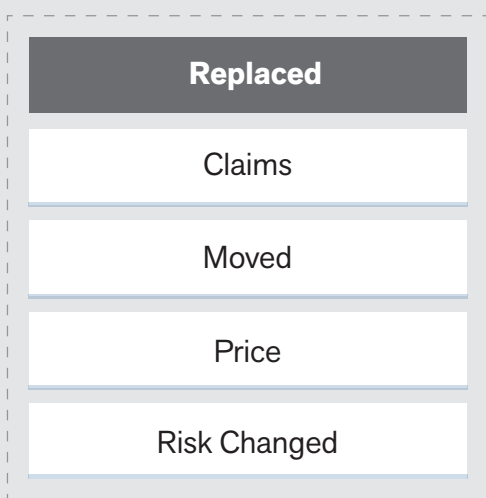
We rejected them

Re-Marketing Possibility



Policy is cancelled, and Replaced

Policy is cancelled / not renewed, and NOT replaced



Rewrite

**Policy Life Cycle**