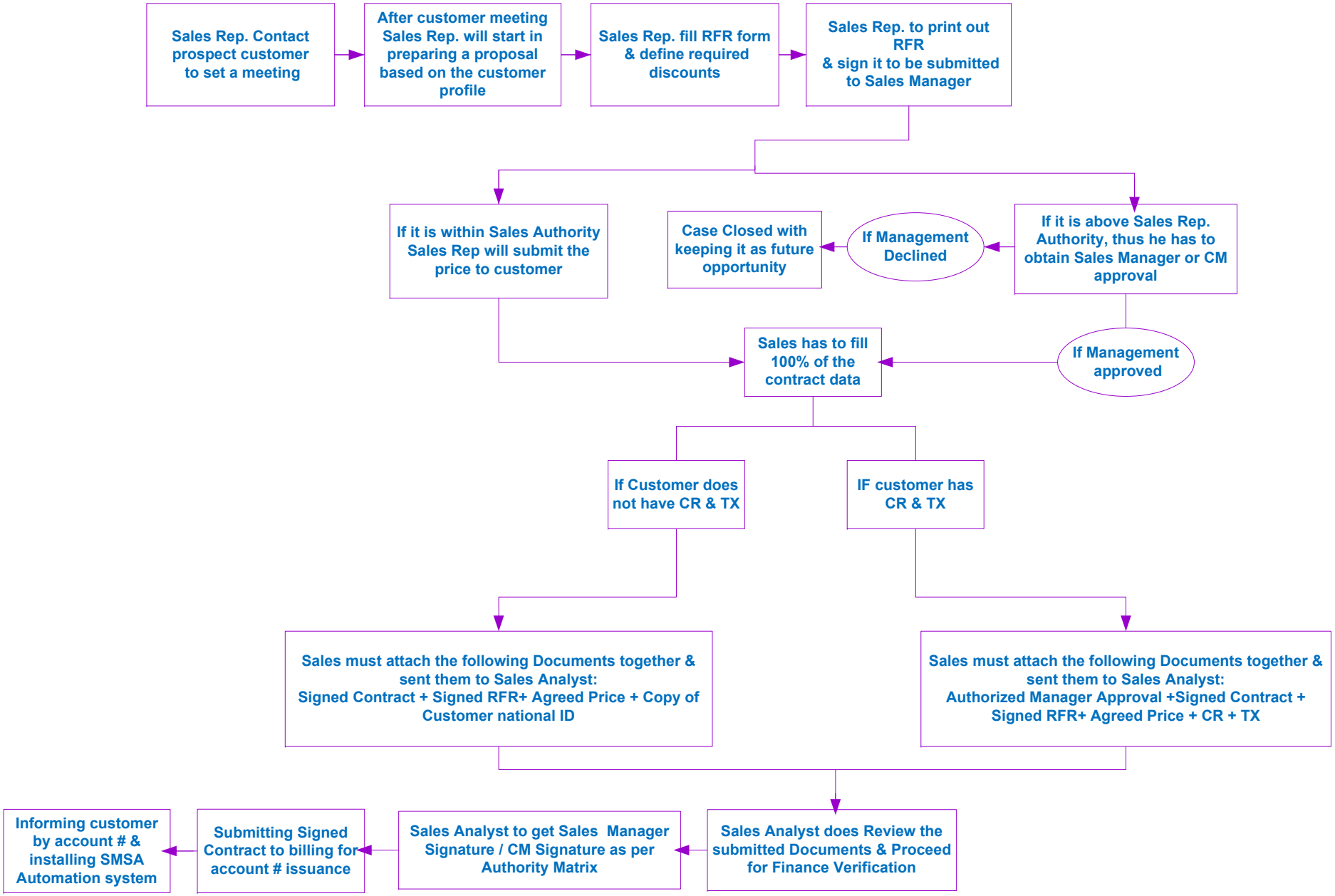SMSA Sales Process