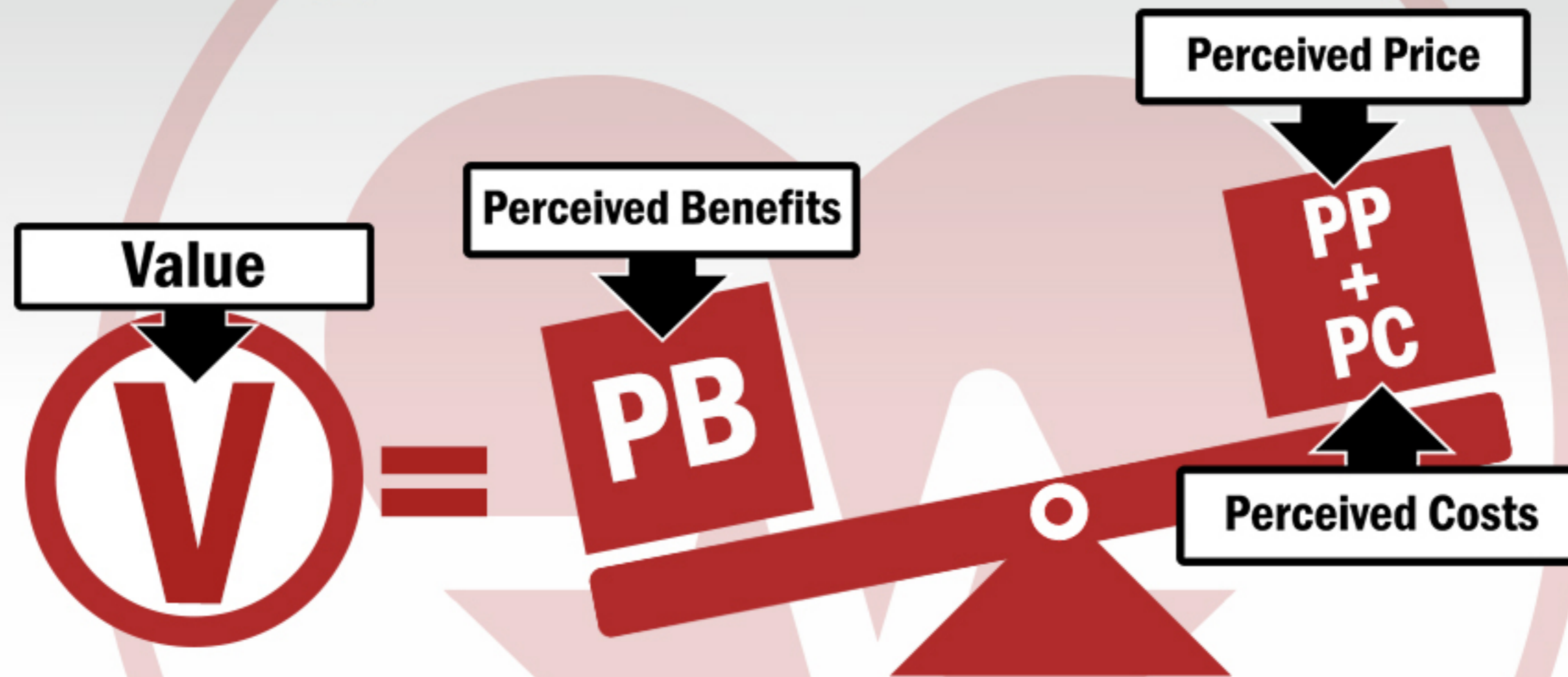


SOLUTION



If the benefits outweigh the price & the costs, they will see the value increase in their perception