**My 20 Minute Makeover/Assessment**

|  |  |
| --- | --- |
| **Specific, tangible outcome my client wants that I can deliver in 20 minutes** |  |
| **How I’ll establish myself as the expert and agree the purpose of the call** |  |
| **Questions I’ll need answered to deliver the outcome** |  |
| **Questions I’ll need answered to convert to a discovery call** |  |
| **Name for my call** |  |
| **E-scheduler link** |  |
| **How I’ll invite them to the discovery call** |  |

**Leading Discovery Calls**

|  |  |
| --- | --- |
| **How I’ll establish myself as the expert and agree the purpose of the call** |  |
| **Questions to establish desires and current situation (desire gap)** |  |
| **Questions to establish challenges that are preventing results** |  |
| **Questions to establish commitment and urgency** |  |
| **Specific cues I’m listening for** |  |
| **How I’ll reflect and match** |  |
| **Expectations I want to set for working together** |  |
| **The key benefits of my programme (remember to share based on the prospective clients priorities)** |  |
| **How I’ll help them talk themselves into it** |  |
| **How I’ll check in on/raise commitment** |  |
| **How I’ll make my offer** |  |
| **Fast Action Bonus??** |  |

**Dealing with objections**

|  |
| --- |
| **My ideas for dealing with objections** |
|  |

**NOTES AND QUESTIONS TO ASK**

|  |
| --- |
|  |