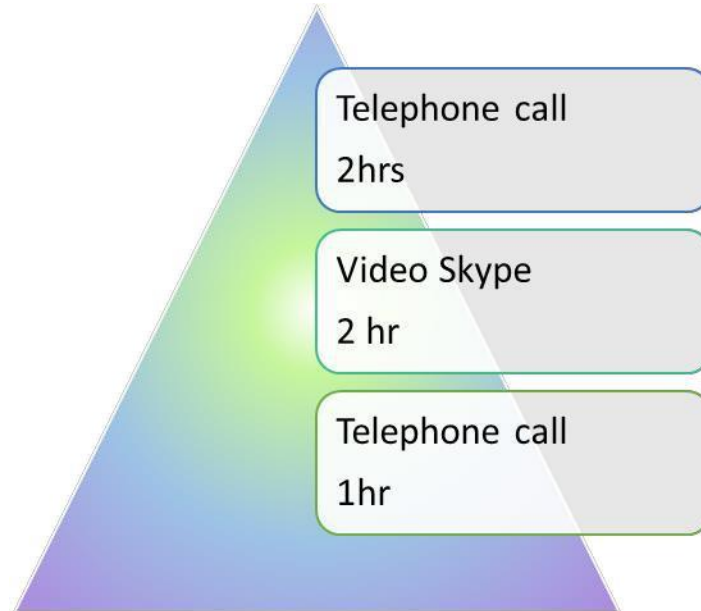


Action Plan—Plan Your VIP Day

These exercises will help you close the sale at the end of your Strategy Session without feeling as if you “closed a sale”.

Create a 5-hr VIP Day:



A VIP Day...

- Gives clients your undivided focus and attention and strengthens the bond
- Helps you fast-track your client through epiphanies and paradigm shifts
- Endows your client with the inspiration and confidence to take strong action
- Is something clients are prepared to pay handsomely for
- Doesn't require major launch strategies (start by offering it to your current clients)



YOUR VIP DAY

1. Decide on the topic and focus.

Base this on client questions, requests and “blockage” points

2. Create exclusive, valuable “go-with” resources:

- Handouts
- Worksheets
- Guides

3. Sign up for FreeConferenceCall.com, if you don't yet have a webinar/teleseminar delivery system.

- Set up an international line in case your participant lives outside the U.S.
- Sign up for Pamela and sync it with your Skype, if you wish to do video conferencing and recording

4. Prepare and Send Client Questionnaire.

- Keep it focused on the VIP Day objective—and on your client
- Don't ask unnecessary questions
- Make it easy
- Give your client room to pen her own thoughts (one text box will do, if you are using a form)

Client Prep:

- Deliver content by email 1 day—1 week before the VIP Day and give your client exercises or worksheets to fill out
- Make these all about your client while keeping them focused on preparing her to achieve the VIP Day objective
- Send a separate email with agenda/itinerary and instructions for log in
- Send reminder one day prior to call

VIP DAY

CLIENT FOCUS:

- A TOPIC YOU HAVE SELECTED FOR HER

YOUR FOCUS:

- TEACH YOUR CLIENT A SYSTEM FOR ACHIEVING THE VIP DAY GOAL HERSELF
- GIVE HER ANY TOOLS SHE NEEDS TO PUT THIS SYSTEM IN PLACE
- SHOW HER THE NEXT PROBLEM TO BE SOLVED

Send email reminder 1 hour before call, along with any remaining content

9:00 a.m. - CALL # 1: Telephone or Skype Video

- Teach, show or explain.
- Get client to do live exercise with you.
- Congratulate and boost client when she achieves her exercise objective.
- Ask client to think of any questions about the exercise/first module during break.

10:00 a.m.–10:30 a.m. BREAK

10:30 a.m.–12 noon – CALL # 2: Telephone or Skype Video

- Teach segment # 2
- Get client to do live exercise or brainstorming with you

12-1:00 p.m.–BREAK

1:00–2:00 p.m.: CALL # 3: Telephone or Skype Video

- Teach segment # 3
- Get client to do live exercise or brainstorming with you

2:00–2:30 p.m.–BREAK

2:30–4:00 p.m.: CALL # 3: Telephone or Skype Video

- Wrap up call. Present offer, if desired. Make the offer the natural next step

Practical Exercises—Prepare and Practice Client Wrap-up

These exercises will help you close the sale at the end of your Strategy Session without feeling as if you “closed a sale”.

Wrapping up your Session: Point out...

How you helped your free caller clarify her plan of action or solved a particular problem with your Strategy Session

Reinforce and reassure:

You enjoyed getting to know her and you feel sure "we can work together to get you where you want to go"

Discuss program options:

Ask if she had a chance to check out your packages/programs. Tell her which one you feel would serve her needs best.

*It is then 100% up to your caller to **make a decision.***

*Let's go through that again: And this time, write out a **brief word-sketch** of what you feel comfortable saying in the right-hand sidebar. **Be specific**—and **practice** these response as your wrap-up conclusion.*

- ✓ You have helped your free caller clarify her plan of action or solved a particular problem with your Strategy Session
- ✓ You pre-qualified her, so it was a rewarding, enjoyable call, getting to know exactly the type of person you love to help
- ✓ She already knows from your landing page or Strategy Session form that she is expected to make a significant financial commitment if the session goes well. Your packages and prices are right there for her to think about before the call
- ✓ It is 100% up to her which coaching option she picks. You are sitting back and letting her choose

MY ALTERNATIVE OPTION(S

If price is the objection....

HOW I HELPED YOU TODAY

WHY I AM EXCITED ABOUT WORKING WITH YOU:

“HAVE YOU HAD A CHANCE TO LOOK OVER MY COACHING OPTIONS?”

- *[If client answers yes and tells you which package:]*
“GREAT CHOICE.” [Reinforce why.]
- *[If client answers NO:]*
[GIVE TWO CHOICES so her thoughts are directed to “which option?” rather than “No”

A large, empty rounded rectangular box with a thin blue border, intended for taking notes.

If the packages or programs themselves are the objection...

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Other objections unique to your field...

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CLIENTS I DON'T WANT TO WORK WITH—WARNING SIGNS:

- _____
- _____
- _____
- _____
- _____
- _____
- _____