











Product / Programme Application Call Template

If you are an expert, author, consultant, coach or specialist of any kind, it's very likely that you'll want to host initial clients consultations, to make sure potential clients are right for you.

While you want these to be informal and casual, you'll also want to follow a proven and tested format, so that you and the potential client feel comfortable, know what's going to happen, with a clear offer being made at the end, which will enable the potential client to move things forward.

	6 Mins	6 Mins	6 Mins
<p>First 20 Minutes:</p> <p>You're in charge! You are not here to solve the problem, simply to help them make a good decision for them today.</p>	 <p>Establish rapport (chit chat)</p>	 <p>What we'll cover today</p>	 <p>Why me? Why now?</p>
<p>Second 20 Minutes:</p> <p>Take time to really clarify the gap between where the client is right now, to where they want to be and what are the roadblocks in the way.</p>	 <p>Where do you want your business to be in 12 months?</p>	 <p>Where are you at right now?</p>	 <p>What roadblocks are standing in your way?</p>
<p>Third 20 Minutes:</p> <p>This last section enables you both to decide if your product or programme is right for the client.</p> <p>Almost more importantly, it enables you to decide if the client is right for you.</p> <p>Always listen to your intuition about the latter! You will know if it's right.</p>	 <p>Check in time.</p> <p>How are you feeling right now?</p> <p>What's been most valuable part so far?</p> <p>What insights, if any, have you had?</p>	 <p>Slow Down & Ask 3 Questions</p> <ol style="list-style-type: none"> 1. Are you comfortable with everything so far? 2. Is this making sense? 3. Where do you think we should go from here? 	 <p>Offer one little pill only. One action step to take away.</p> <p>Recommend appropriate products / programmes.</p> <p>When would you like to get started?</p>