SAMPLE SCRIPT FOR INTRODUCING THE STRATEGIC SESSION

Based on the preliminary information that you've given me, I have some general suggestions:

- *One idea I have is _____.*
- *Another idea is _____.*
- *One of my concerns is_____.*
- *If you want to explore this further, I recommend doing a comprehensive Strategic Session. During this session, I'll being asking even more in-depth questions and by the end of the session, I'll give you a detailed strategic plan of action that you can use that addresses your top-priorities, where to focus your resources, and recommendations for particular pathways of action.*

- During the conversation, blend in the following key elements:

    - **Intended audience.** Describe who the Strategic Session it designed for. "Entrepreneurs who really want to make the most of what they have, and turn their great potential into great performance, get the most out of doing a Strategic Session with me."
    - **What it is.** The Strategic Session is a 90-minute long session where we explore the issues you're facing, your goals and dreams, what's in your way, and various options available to you. Ultimately, you'll end up with a clear road map for moving forward."
    - **How it works.** Paint a picture of how the Strategic Session is structured. "First, we'll spend time going through the challenges you're facing right now. Then, I'll give some suggested alternatives to what you're doing now."
    - **What they'll learn** (in terms of the pain or problem that your Strategic Session addresses)
    - **Benefits.** Tell them how they'll benefit in terms of specific, measurable results, improvements, outcomes, and experiences they'll get from this session.
    - **Price.** Price your Strategic Session so that it's attractive to potential clients, and it's high enough to weed out "tire-kickers", and yet is worth your time to deliver. And make sure you feel confident stating the price.
    - **Guarantee.** "I'm so confident you'll get tremendous insight and value from the Strategic Session, I'll give you your money back without any hassle, if you don't agree.