Client Meeting

 Build Business Model

 HTP – Rank

 Use Timeline to set UFC on speed of process

 Use Timeline to keep client on Track

 Use Business Model to set follow Up calls

 Send calendar invitation (with no end date)

 Use Google Hangout for follow up

Follow Up Calls/Meetings

 Where are we?

 What do you like?

 What do you not like?

 How is the job search?

 Optionals – what is missing?

 Takeaways

 Frick n Frack with the Zor

Validation

 If we like a concept, we are not done with validation until we at minimum;

Speak to Top Performer

 Speak to someone who had a similar background

 Speak to someone who will have a similar demographic/city

 Speak to someone who is struggling, or not happy

 Validate training, marketing efforts, hiring, support, income

 What do we need to verify at Discovery Day?

 Share with Zor

 Work backwards to training and opening day, to signing/paid date

Discovery Day

Coordinated touches – every other day w/franchisor

Attorney Review

Are you afraid yet?

Manage Zor, do not let them manage the process alone!

Close

 Client says yes to concept, Post Sell

 Are you sure/Tell me why?

Make sure it matches Business Model

 When were documents sent?

 When can client sign

 What is the process to pay the FFee?

 Was fee received?

 Confirm and invoice next day

Post Close

 Keep set call with the client – Congratulations!

 Send gift

 Can I refer you to any other clients – phone, computer, signs

 Review

 When they thank you for your gift – Ask for Referrals

If not now, WHEN

Are we done

 Schedule follow up

 Write follow up email then, and put in calendar reminder

 Leave on email campaigns