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