

Mastery Mode VIP - ValYOU Discovery Session

Share Your Compelling Introduction – *Make it Visual!*

Simple, Specific and Stimulating

My name is _____ with _____

We provide _____ (service or product)

to _____ (type of person)

so they can have _____ (specific benefit(s),

without _____

(specialized knowledge, hassle, anxiety, negative stuff, spending lots of money and time etc... specific pain points and conundrums your customer/client faces).

Extra Credit! Fill in these blanks too...

Our clients commonly achieve _____ (this specific result)

within _____ (period of time),

And have experienced _____ (ancillary benefit)

without _____ (repeat the without above).

Extra, EXTRA Credit!

Tell us a story about a specific client/customer success that your product or service prompted.

Key Questions that Represent the Foundation of Your Customer/Client Relationship

1. Who are you and what do you do?
2. Who is your customer? (**singular and specific**) – DO NOT start this answer with “Anyone Who”
3. What unique service, product or process do you provide that makes you stand out above the competition?
4. How does your customer/client brag about you? (ex. Life before, how they met you, what you did, life now)
5. What do you do that makes you the best in the world in the eyes of your customer?
 - a. (There is a general answer to this but try to be specific in a story.)
 - b. You are an important extension of your client/customer
 - i. How are you demonstrating your role in this relationship?