Strength Academy

The Consult-to-Client Pack

The 25-minute consult

A consult is five steps. Skip none, and spend the time where the times below say.

1. Open (2 min). Set the frame so nobody is on trial.

> SAY IT
>
> "Thanks for making the time. Here is how I run this. First I ask about you, then I tell you what I would do, then I tell you the price. At the end you say yes, no or not yet. Any of those is fine. Sound good?"

2. Find the why (8 min). Ask until the real reason comes out. The first answer is never the reason.

> SAY IT
>
> "What would you like to change?" … "Why does that matter to you?" … "Why now, and not six months ago?" … "What happens if nothing changes by `[month]`?"

Write down their exact words. You will use them in step 4.

3. Show the plan (8 min). Show, do not describe. Open a real week in the app on your phone and walk through it.

> SAY IT
>
> "This is what your Monday looks like. This is what you log. This is what I see when you log it, and this is how I reply."

4. Name the price (2 min). One sentence, then stop talking.

> SAY IT
>
> "You told me `[their words]`. Working together is `[PRICE]` a month, and it includes `[what is included]`. Do you want to start this week?"

5. Silence (up to 5 min). Say nothing after the price. The first person to speak loses the next minute. If they ask a question, answer it in one sentence and stop again.

The two options rule. Offer two ways to pay, never three. "Month to month at `[PRICE]`, or `[3 months]` paid up front at `[PRICE minus a fixed amount you choose]`." Choose the discount once, write it down, and never change it on a call.

NEXT IN THIS PACK

Part 2. Five objections