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QUESTIONS

# Fool-Proof

## Discovery Session Script



Alex Mandossian

1.

WHO is your IDEAL client, and what are the top 2 OUTCOMES or RESULTS he/she wants most? (Could be financial, emotional, intellectual, spiritual, etc)

2.

WHAT is your monthly FINANCIAL goal for your business 12 months from today?

(This could be a "softer" goal like # of new clients, mindset shift, etc.)

3.

How much monthly INCOME are you currently producing?

(See: Question #2)

4.

So if you do the math, what you want to make in 12 months, less what you're actually doing now, how FAR AWAY are you (month) from your goal?

5.

In other words, you're actually LOSING \$\_\_\_\_\_ every month by not making the change necessary to have your business where you want it, is that correct?

6.

Why do you THINK you don't have that NOW?

What are the ROADBLOCKS, OBSTACLES or CONFLICTS that are preventing you from making a CHANGE?

7.

What will happen if you don't fix this PREDICAMENT you're currently in?

8.

What will happen if the PREDICAMENT stays the same 6 months from now?

9.

How does that FEEL right NOW when you THINK about that becoming a POSSIBILITY? (Let candidate COMPLAIN)

What's your biggest "TAKE AWAY" from this DISCOVERY SESSION so far?

10.

11.

On a scale of 0 to 10 (10 being strongest), how INSPIRED & MOTIVATED are you to making a permanent CHANGE and reach your 12-month goal?

12.

Is it OK if I share with you what making a positive and permanent CHANGE looks like if you worked with our organization? (Get consent)

13.

Before I outline the options and financial commitments for us to work together, is it OK if I first share our 3 KEY PRINCIPLES that make lasting CHANGE possible?

- a) Principle of SELF-INITIATIVE (We can't motivate our clients; our clients can only motivate themselves)
- b) Principle of PRIORITY (The root cause of client resistance is not about "Time" or "Money" - it's about "Priority")
- c) Principle of MENTORSHIP (Quantum change is accelerated with the assistance of a "Trusted Advisor" or "Mentor")

CTA

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