

Discovery Session

Hi, welcome. My name is Alex Mandossian and this is a discovery session on how to attract and convert premium clients.

There are 3 things I wanted you to do before the hangout, which was on the video I sent you. The video is at marketingonline.com/discovery. You can go watch it afterwards.

It's only 4 minutes and I recommend if you do discovery sessions, like this, to attract and convert high-end clients, then you need to get people ready for your sessions. Whether you do them one to one or group.

I charge \$500 for one to one discovery sessions, however this discovery session is complementary because it's group session.

The reason it's a group session is because I have a higher likelihood of converting prospects.

If you missed it then these are the 3 things I want you to be aware of.

The 3 things, the 3 values that I talk about in that initial discovery video are...

The first thing is commitment

I'm going to look for your commitment to take notes. Whether it's using a pen or a pencil, or if you decide to use a keyboard. It really doesn't matter to me.

The goal is to be committed to take notes, because what you're about to see generates me over \$1.2 million at least last year for high-end client acquisition.

I have a mentor who says, "Passion does not produce commitment."

A lot of people talk about passion. I know people who are passionate and broke. Passionate and unhappy. Passionate and suicidal, in some cases. But I don't know anyone who is committed and any of those things.

Commitment produces passion

I have a mentor of mine who says, "First you need the wood then you get the fire." If passion is the fire, then commitment is the wood.

I hope you're committed to taking notes and not just hanging back and watching, because no one is making you watch this right now.

It's not worth your time if you're just here holding my feet to the fire, because I'm not on trial here. You are.

I know how to attract high-end clients. I do it for a living, and I charge \$25,000 for it.

What I'm asking you to do, is to see if this is right for you. And I'm going to do everything in my power to motivate, influence and persuade you to become one of my mentoring clients.

If it's not right for you and if it's not a good fit, then at least you got 90 minutes of how I personally do it.

The second thing is engagement

I'll be asking you questions to engage you in this discovery session, and unless you do that in your own discovery sessions, you'll lose interest and you'll lose commitment from the people watching.

The third thing is making a decision

You'll notice this part of the word "cision", means to cut. "De" means off. Decision means to cut off.

Many people are afraid of decisions. *No decision is indecision and that's worse than a bad decision.*

I want a decision from you within 24 hours, either a yes or a no. I don't need a reason. Because you either get a reason or a result.

At the end of this discovery session, I'm going to ask you to say yes or no.

When you do that, you find out whether you work with me in the future, or you don't work with me.

When you ask your clients, you don't need reasons why they're saying no. If they say no, just let them off the hook. Because they'll give you reasons that aren't even true.

Those are the 3 values that I want to focus on. A commitment, an engagement with you and also a decision.

Why am I here?

I'm here because I want to teach you how to convert more high-end clients.

The way to convert more high-end clients is to pre-qualify them. This is the key.

I want you to spend 80% of your time pre-qualifying and 20% selling and enrolling.

That's not what most people do. What most people do and fail, is they spend 80% of the time selling and 20% pre-qualifying.

This is a pre-qualification discovery session. I'm spending a lot of my time here. I do it once a week, for 40 to 42 times a year.

Within that time frame, I typically get 40 to 45 x \$25,000 clients. And twice as many \$5,000 clients and a handful of \$1,500 clients. Those are my 3 offers.

Right now I'm seeding the 3 levels.

That's the same thing I want you to do in your discovery session.

Did you notice I mention the \$25,000 first, then \$5,000 and lastly the \$1,500?

Why do I do it that way? **So you can trust me.**

If that doesn't create trust, then we have no business working with each other. You have no business following what I do. That's exactly the way I do it and it's the easiest way to create trust. Trust is a lubricant to faster, better and easier business growth.

Are you with me?

Pre-qualification is what I'm going to be teaching you.

I want you to spend the majority of your time pre-qualifying your prospects.

The biggest mistake people make with high or low-end clients, is they start selling too fast. They haven't pre-qualified.

For example... you can't sell hamburgers to vegetarians.

If you haven't bothered to find out if they're vegetarians during pre-qualification, then you're going to insult them, offend them and they're not going to like you. Because you don't meet their needs.

Are you with me?

Let's talk about low-end verses high-end. Which one's better?

Low-end or high-end? Let's take a look.

I'm going to tell you high-end is better and if you start with high-end, which is also called premium, you can also get more low-end.

Low-end to me is \$100. What if you got 100 x \$100 clients? And what if you got that every month? That would mean that you would make \$10,000 that month. That's pretty good. It would be \$120,000 dollars each year... a 6 figure income.

What if you got 1 x \$10,000 client each month? That would be high-end. It's the same amount.

So which one is better?

Let's take a look.

If I went after 100 people, then you have 100 conversations a month. That's about 3 people a day.

If you don't have the conversations, you don't have exposure.

If you don't have exposure, you don't get clicks.

If you don't get clicks, you don't get opens.

If you don't get opens, you don't get clients. It's as simple as that.

Yes you have to do the work. It's not going to fall on your lap. Law of attraction means you got to work into the law. It's truly the law of vibration. You have to be vibrating and doing the work and having discussions.

You may be asking but Alex, what do I say?

That's what this discovery sessions is about. I'll teach you what to say.

Most people don't know how to have engaging conversations. I'm going to show you what to do so you won't feel pushy.

Let's look at the low verses high again.

The low-end is \$100. Say I get 50 out of 100... in other words 50% conversion after I talk to 100 people. That means I make \$5,000. Because $50 \times \$100$ is \$5,000. It's not bad. That's \$60,000 a year.

But what if I got 2% conversion with a \$10,000 client? 2% is 2 out of 100 and for a \$10,000 client it's \$20,000.

Look at the difference in income. You have 400% difference in income, and if you're leading with the \$10,000 client, you'll also pick up a few \$100 clients.

The key is to lead with the high end and then go low end. Most people start low and then go high.

Getting more high-end clients is easier. It's not harder. Most people think it's harder.

You may be thinking, "But Alex I don't have anything that's high-end. I have to start low before I can go high".

That's wrong. You'll never be able to sell something high-end because the low-end clients will suck the marrow out of your bones and energy. They'll be problem children. They'll never allow you to produce a high-end client offer.

If you get a yes from a conversation for \$10,000, do you think I can teach you how to create something over the course of a year that you can deliver, that's \$10,000 dollars? I think so. Even if you're just starting out.

For people who are just starting out, I tell them to start with the \$10,000 offer and then when you get a yes then you're motivated to give them something.

If you get a yes for \$100, I'm telling you \$100 sale is just as difficult as a \$10,000 sale.

The reason high-end clients are easier is you make more money if you get one sale.

From 1 x \$100 sale you only get \$100. From 1 x \$10,000 sale you get \$10,000 dollars.

I'm going to teach you the high-end client process.

If you watched the video, then you learned about the 3 values I covered... commitment, engagement and decision.

The video is at marketingonline.com/discovery. And it's only 4 minutes long. It pre-qualified you for a decision that you need make. Here is the email address to send a yes or no to within 24 hours of this session. It's sandra@marketingonline.com. In the subject line, just write yes or no. No means we won't contact you. We don't want anything in the body copy. That's your reason. We're not interested in that.

Yes means we'll follow-up and find out which of the 3 opportunities are best for you.

By the way this is a sales session and it is a training session. Are you with me?

That's exactly what I'm going to teach you if you learn from me in our discovery sessions. You teach and then you're selling and enrolling at the same time.

The question you may have is "what's the process Alex? Why is your process any different or unique than what's out there?"

The majority of sales trainers sell on Return On Investment... the ROI method. I don't teach on Return On Investment.

When people ask what am I going to get from my \$25,000? You know what I tell them?

I tell them you'll never see that \$25,000 again. That's the only guarantee, because I can't guarantee you're going to do the work.

I tell them I can't guarantee you're going to take my recommendations or advice. I can't guarantee you're going to follow up on the assignments.

That's up to you. And if you think that it's just going to happen, it's not.

I'm going to show you which direction to go. You need to get going in that direction.

If you tell your clients "hey, if you spend \$10,000 with me, I'm going to guarantee you'll make \$20,000", then that's wrong.

Because you can't guarantee that. **You can't guarantee they're going to do the work.**

I want you to think about why you're here and if you've been enrolling and engaging people.

Maybe you haven't even thought about it related to the ROI method. Then I don't think you're having a lot of success, because no one can sell that way.

I can because I have a lot of case studies, I have a lot of high-end clients. I can tell you their success stories, but most people don't have those success stories. They don't know where to start. They don't have that proof. They don't have the testimonials.

Most people are just starting out.

How do those people do it? How do you do it that's different?

So we focus on COI. COI is a methodology I created.

Cost Of Inaction.

Why does COI work?

Based on my experience COI focuses on change.

All I'm interested in with my discovery session clients are they willing to make a change?

That's not what ROI method is. ROI is focused on are you willing to make a change with me?

I can't ask you if you're willing to make a change with me until I'm absolutely certain and I pre-qualified you that you're willing to make a change. Are you with me?

Firstly you have to be willing to make a change, because what you're doing is not working.

In fact I can tell you right now what you're doing right now is not working.

How do I know? Because you're here. In fact if you're getting all the high-end clients you want what are you doing here? You should be teaching me.

Many people are in denial and they say, "Oh Alex, I got all the high-end clients I need." They try to be a big shark, man or woman. I say, "Great then leave." Because you're wasting your time.

I'm not here for you to challenge my methods. I'm here to teach you on the methods that have worked for people starting from scratch, not having an idea who their target audience is, or their market or their media.

That's why I'm here. People starting from scratch.

I teach people who know what they're doing as well.

If you're going to bring in high-end clients, you've got to focus on what is their cost of inaction of not making a change?

If they made it to your discovery session, then that means that they've got a problem.

I don't teach ROI, I teach people what is the cost of inaction of staying at point A. Meaning what's it costing you for not making change? There is a cost. That cost may not be coming out of your pocket as in dollars, or maybe it is.

You may purchase courses or high-end mentors who haven't shown you the way.

Maybe there wasn't a good fit. Maybe they weren't any good or maybe it just didn't work for you.

There is a cost of not making change or not taking action.

If the cost is high enough, then they say yes to me. They want to make a change with me and that's how I engage them and enrol them as a client.

And that's exactly how I want you to do it. I don't want you to tell your prospects, hey, I'm going to show you how to make a lot of money and I can guarantee it, because you can't.

You can't, because if they don't do the work, then you can't guarantee it.

However, you can have them tell you what the cost of inaction is, because by them not making the change it's costing them something.

I'm here to show you the high-end client process and I have a 13 question script that I'm going to give you that I go through in my discovery sessions.

The bottom line is I want to know why you're here and that's the engagement part of this.

My client funnel has 4 levels. It's very different to a traditional funnel. Because I start high and go low.

I have a seminar funnel, I have a product funnel, and I have my client funnel.

Level 1 is \$0. That's where most of you are.

Level 2 is \$1,500. Level 3 is \$5,000 and Level 4 is \$25,000.

When you're just starting out, I recommend you have lower number.

I'm going to teach you how to start high and go low. Start with the Level package, then talk about your Level 3 package and then your Level 2 package.

Because you're already here in the discovery session at the Level 1 \$0 package, then I don't need to tell you about it. And you won't need to tell your prospects about this level either when you do your own Discovery Session.

Are you with me?

Most people don't do that.

Most people start at Level 1, at the \$0 level.

However, the \$5,000 package looks better if I started with \$25,000. If you start with \$10,000 then you want to drop to \$2,000. Or if you start with \$50,000, then you want to drop to \$5,000.

By the way you have to have a deep drop in price level.

Right now I'm not going to tell you what's in those packages, because you're not ready to hear it. I am not selling you. What I'm doing is sprinkling seeds.

First you need seeds to develop roots, to develop a trunk, to develop branches, and then you have fruit. The roots precede the fruits.

What typically happens is you're wondering what the hell is in those packages?

Right?

And I'm not going to tell you yet, because you're not ready to hear it.

The biggest mistake people make is they sell too soon.

The reason I don't tell you what's in the package is because I don't want you to decide whether or not it's right for you. You're not in the position for a decision.

Do you understand?

You're not ready for this. You're not ready to say yes or no.

Most people jump in to what's in the package and say, "Isn't that great, isn't that great?"

It doesn't work.

I want you to just tell them about the package levels... \$25,000, \$5,000 and \$1,500. But I'm not going to tell you what's in the packages.

Go to www.accessinfluence.com to find out more information on the various packages.

Firstly, you will want to engage your audience. Ask them why they're here. Get them to answer you, and confirm with them they are in the right place. That's what I do in my Discovery Sessions.

You want to engage with them.

Right now, I want you to pay close attention because I'm going to run through the fool-proof questions. You can get it at www.accessinfluence.com.

I recommend you laminate the 13 fool-proof questions like I did too. By the way you don't have to use all 13 questions. Instead use the methodology.

Please don't share the 13 fool-proof questions with anyone, because if a competitor gets it, and if they take more action than you do, then chances are they'll get ahead of you.

Just keep it to yourself.

Here is the scene when I'm doing a discovery session.

I have several people on the hangout. The reason for this is I've got more likelihood of someone saying yes.

Now I don't disbelieve in one to one, but if I spend a lot of time with one person and they say no, then I've wasted my time.

I would rather speak to more people and as a result get a yes from one of those.

Are you with me?

They also build energy too.

Now it's hard to do one to many... so I recommend you start with one to one using this process. But one to many is a lot easier and, more importantly, you can teach people how to do this.

I've taught my son who's 15 how to do this.

I've taught my team members and some of them have never sold anything in their life. They were very shy and scared.

This is just a very simple process of having a conversation that engages and enrolls people.

Let's start with the fool-proof discovery script.

Why is it fool-proof?

A fool is someone who learns from their own mistakes. That's a fool in my book.

Someone who's wise is a wizard.

A wizard is someone who learns from other people's mistakes.

I want you to be wise.

I have been a fool many, many years. I've learned from my own mistakes. That's hard.

Learn from other people's mistakes and become wise.

I want you to be in a position to be wiser than me.

And nothing is more annoying to me when I tell people I want you to be bigger, more influential, and make more money than me ultimately and when it actually happens, nothing is more annoying. But nothing is also more satisfying than that.

It's happened many, many times and I can list the names of those who've done that. They've completely exceeded me.

Yes, these are powerful, powerful strategies.

Let's start with the first question.

I ask people, "Who is your ideal client and what are the top 2 outcome or results they want most from you?"

Do you see that? Most people tell me who they think their ideal client is and here is what their answer is, "Everybody."

That's how I know they're an ideal client for me, because *everybody* is not an ideal client.

Single moms, that's an ideal client, start-up businesses making less than \$50,000 dollars a year, that's an ideal client, CPAs, Certified Public Accountants who work in California, that's an ideal client. You need a niche.

That first question is very, very important and this is a point B, an ROI question.

I want to take them into what they're actually seeking. There are only 2 ROI questions in this entire script.

The script is mostly based on COI, but you need to have a sense of what they want. Most people don't know what they want and that's why they don't get what they want.

Are you with me?

I have one \$25,000 client. His name is Jeff. He's a doctor. He's a PhD, and he coaches couples. He doesn't teach people how to make money like I do. He doesn't teach people how to get more clients like I do. He's a business to consumer... B to C.

He's clients are couples. His first question is "what is your ideal relationship and what are the top 2 outcomes you want from it?"

It's the same question.

Or I have Barney. Barney runs CEO space. He's a \$25,000 client and his specialty is building communities. He's asking people what is your ideal business network and what do you want from the most? He's looking at business networks like my good friend Ivan Misner who founded Business Network International, BNI.

By the way, do you see I'm name dropping right now by giving case studies? Why am I doing that?

So I can show you how real this is and I'm also saying he's a \$25,000 client. Those are all true.

I'm showing you other success stories and I'm weaving it into my presentation.

In the beginning, you don't have case studies. In the beginning, I recommend that you get 2 or 3 free clients so that you can have success stories to weave them into your presentations.

I've been in business longer so I weave them in, but I'm doing it deliberately to enrol you.

Are you with me?

Let's continue...

My question is "who is your ideal client and what are the top 2 results they want?"

For example Doctor Jeff's question is "what's your ideal relationship?"

Barney's question is "what's your ideal business network look like? What the top 2 outcomes you want from it?"

Morgana is a coach and she teaches people to build a relationship with money. Her question is "what is your ideal relationship with money and what are the results you want from it?"

It's the same question but posed a different way.

Now, very important... don't think "this doesn't work for me" or "I know that". Those are three very dangerous words. "I know that".

This works for everyone. You just have to rephrase the question.

Are you with me?

The next question is another point B question. "What financial monthly goal are you looking for in your business 12 months from now?"

The answer I always get from people is \$10,000 a month. I don't want to argue with them. Now I know in their minds what they're thinking. I'm not telling them you're thinking small. I'm not telling them what they should be thinking.

Are you with me?

I'm just getting their point B. They're telling me the ROI they want.

Can I teach them how to make \$10,000 a month? Yeah. How? That's one client a month. If you pay me \$25,000 then that's two and a half months.

I can't guarantee you'll get one client per month. What's my guarantee? You'll never see the \$25,000 again. But if you follow what I tell you and you talk to 300 people in 3 months, can you get three \$10,000 clients?

If you can't, then you deserve to lose the \$25,000. That may harsh but it's true. Why? Because I can't help someone who talks to 300 people and following what I've taught them, using these scripts and not get three people.

Are you with me?

And now I'm also seeding that paying me \$25,000 is not out reach for you. If you talk to 300 people and get 3 new clients, at \$30,000 dollars, then \$25,000 is not out reach for you to pay me.

When I make my pitch I'm going to start at \$25,000 and drop to \$5,000. Then \$5,000 will seem really within reach.

This is a sequence I'm doing. Ok let's continue.

The second question... "What is your financial goal 12 months from today?" They tell me \$10,000.

What about Doctor Jeff? Because he can't talk about financial goals his question is "The 2 of you on a scale of 0 to 10, 10 being outrageously happy, and 0 being miserable. Where do you want to be in your relationship 12 months from today?"

Do you see what I ask them to do? I ask them to give a measuring stick to a couple. That's a softer goal.

It can be a softer goal like number of new clients or a mindset shift, like for the couple. The couple will say, "I want to be at a 10. I want to be at a 9."

Then Doctor Jeff goes, "Great." And then he just takes notes. That's really, really important.

I have another client. She's a \$5,000 client. Her name is Virginia and teaches people how to do Google hangouts and web TV shows. She has a show just for women on Periscope, on Blab and on Google plus, on Google hangouts. She asks people in 12 months from now, how many shows do you want to have?

They may say 12 or they may say 6 and then she writes that down. That's their point B.

Are you with me?

You just have to apply what you're learning here to what you do.

For me it's finance. I want to make you more money. It gives you more resources and it allows you to serve other people.

The CPA client teaches people how to save money on taxes. He asks "in 12 months' time from today, what percentage of your income do you want to pay in taxes?" If they say 20%, then he just writes that down. If he teaches them how to pay 10% tax then he's improved what they wanted by 100%.

Change the question and you will change their life.

Those are the first 2 questions.

The next questions are all COI. Cost Of Inaction.

How much money are you currently making? How much money are you currently producing?

Many people tell me \$5,000 a month. I say, "Great."

Then my forth question is this. "If you do the math, what you want to make in 12 months less what you're actually doing now, then how far away are you from your monthly goal?"

See that's a gap. They want \$10,000, and they're at \$5,000.

The key here is all the answers come from them. That is a takeaway from you. They're doing most of the talking.

Then I say, "Okay do the math. How far away are you from your goal?" They say, "\$5,000." They think it's a trick question and then I tell them 2 words they haven't heard from their spouse, their kids, and their boss. I say, "You're right." And they say, "I am?"

I then tell them question number 5.

"In other words, you're actually losing \$5,000 a month by not making the change necessary where you want to be. Is that correct?"

Look at that question. In other words, you're actually losing, it's COI, cost of inaction. They're losing \$5,000.

How do I know that? Because they told me.

I tell them "every month by not making the changes necessary, to where you want to be you're losing \$5,000 a month. Is that correct?"

Some of them say, "Wait a minute, I'm not losing \$5,000."

I say, "You're right. You're not actually losing it in dollars. But you're losing it in time, in energy, in opportunity. Actually that's a lot more than actually losing it in dollars. At least if are losing it in dollars you can measure it, but you're probably losing more."

"You're at \$5,000 and you want to make \$10,000. Couldn't you make \$20,000? What if you learned the way to make the changes necessary, if you learned what's preventing you from the \$10,000 you want? By not making the change you're \$5,000 away per month. That's \$60,000 a year."

See we're establishing a problem. We're establishing a predicament, a gap... whatever you want to call it.

I'm establishing my COI. This is very elegant, very powerful because I'm not manipulating, I'm not using neuro-linguistic programming.

I have nothing against NLP, but this to me is a very sincere approach.

They tell me they're at \$5,000 and they want \$10,000, then they're losing \$5,000 a month in opportunity, in energy, in potential income by not making changes. Is that true or false?

Never under estimate the power of denial.

Once they say yes, then I move on.

If it's someone like Doctor Jeff and the couple said, "I want to be at a 10." He says, "Okay, where are you right now?" One of them says, "4." Another one says, "5."

That by itself is cool, because now he's knowing where they both are. He gets a sense just from that question. It's so brilliant.

He says okay, based on that, you want to increase your relationship by 100%. By making changes. Is that true?

Note he doesn't say by making changes with me. He used to say that and it didn't work, because when he says making changes with me or working with me, now you're selling.

Have you noticed I haven't been selling yet?

I've been seeding but there is a big difference between seeding and selling.

That's what I want you to do. I want you to seed. The more seeds you plant, the more likely it is that the roots will take root in the soil. Are you with me?

No seeds no root, no root, no trunk, no trunk, no branches, no branches, no leaves and no leaves, no fruit and that's why you're here. You're here for a fruit.

I have a \$5,000 client, Mendy who is the book midwife. She lives in the UK and teaches people how to publish books. She's focused on, how long they've been working on their book. She asks them when do you want your book published. They tell her.

She asks them why haven't done it. What's prevented you? She creates an emotional gap on not publishing the book and that's why she believes that birthing a book is like being a mid-wife and delivering this from this person's heart or head.

It's very, very clever. She's very, very successful and that is a different approach to mine. Mine is financial, hers is creating a book which is a legacy. Are you with me?

Another example is David and he does seminars. David's seminar is 3 days and he teaches other people how to fill seminars. How to fill seats. His question is, "How many people do you want in your next seminar?" They say, "100." "How many people are you getting now?" They say, "50." Which again is a lie.

Most people get zero.

He says, "Okay, write the cost right now of you not getting those extra 50 people, what's it cost you? How much is each person worth in your seminar?" They go, "I don't know."

He establishes, "Okay, what is the revenue per buying unit in your room?" They say, "\$1,000." He goes, "Great." "By not having 50 people in there, it's costing you 50,000 per seminar. Is that correct?"

It's the same thing but it's put a different way. Once again, cost of inaction, what does cost of inaction do? It focuses on making change. Not making change with me.

In question number 6 I ask them, "Okay, so in 12 months from now you want \$10,000, and now you're at \$5,000, and you're losing \$5,000 a month or \$60,000 a year. Why do you think you don't have that now?"

Interestingly enough, many people say what do you mean?

I ask them, what part of that question did you not understand? We're rewiring the brain for them, because they've never been approached this way.

I ask them "why do you think you're not at \$10,000?"

Jeff says "why do you think you don't have a level 10 in a relationship?"

Dave says, "why do you think you don't have 100 people in your room right now?"

Morgana says, "why don't you have a better relationship with money?"

My CPA client says, "why do you think you're not doing 20% of taxes and you're doing 40%?"

They ask the same question. What are the challenges or road blocks you're facing that's preventing you from reaching your 12 month goal? That's question 6.

Then they tell you, and now the rapport begins.

Now you feel their heart and it's very, very important, because now they're telling you.

Then after they tell you, you listen politely. Don't beat them up. It's an honor to hear that. Don't beat them up like a lot of sales people do. Just listen empathically.

Question 7 is "what will happen if you don't fix this predicament you're currently in?" I would not have the right to ask that question earlier on, but I do now, because they've just told me they're in a predicament. They told me what their roadworks are, they told me what the gap is.

Question number 8. This is where we go in the future. This is a very powerful question. "What will happen or what will life be like in 6 months if this predicament doesn't change?"

"You're at \$5,000, you want to be at \$10,000. What if you're making \$5,000 6 months from now, what will life be like?"

I have people tell me, I'll lose my house, I'll have a divorce, my children won't respect me. One guy told me I'll kill myself.

I said, "Wow, wow, hang on, nothing is that important."

You cannot believe some of the answers you get from people. When you get them at this level of heart, they're in desperation and that's why it's super, super important to really be compassionate with them, because if you beat them up, if you try to manipulate them, if you feel you have control and you go, "Wow, I got him."

That's a mistake because it's an honor for them to reveal who they are. You have to treat it almost like a therapist and a coach verses a sales person or an enroller.

In fact, you are going to wear many, many hats through this discovery script. You can use it in a dark, bad way, because it works. Or you can use it in an enlightened way... the way I'm proposing you use it.

Many times I say, "This is not right for you."

I've heard people say, "Alex, I am going to refinance my house to work for you."

I say, "Don't do that. I'm honored but don't do it. You're going to put too much pressure on me and you. Come back to me. Go find someone who can fund it for you. Find a rich relative to pay for you. Go find a lazy sponsor who you will teach the stuff to but they don't want to do the work. But don't refinance your house.

Put it on your credit card, I don't mind that, but don't refinance your house." Not the shelter that you live under. You see what am saying? Those are my criteria.

I have colleagues and friends who say, "Refinance your... Do it, whatever it takes."

I just don't believe in it. Right or wrong? That's my belief.

You have to have your boundaries as well, but this question number 8 is important. What will happen if this predicament doesn't change 6 months from now?

Question number 9, "what other things are lacking that may make it difficult for you to reach your financial goal?" Allow the candidate to vent and complain. I'll tell you, you are what you think about, you are also what you complain about.

When Morgana one of my \$25,000 clients, asks about the relationship with money, she asks them, what other things are lacking for you to get the kind of money you want in your life? She's asking about mindset.

They'll say stuff like, childhood abuse, to having too many children, to my spouse doesn't support me. They say all kinds of stuff.

I'm going to tell you, if you're uncomfortable with this kind of feedback, then don't do this script and don't follow what I do.

I'm giving you a way out, because some people are not comfortable with the level of vulnerability this script gets to.

I'm a heart centered teacher, at least that's what people tell me. I come from a feminine approach of openness not so much masculine. I'm very masculine in other things I do, but not in the way that I approach an enrolment, because the hunting process doesn't work as well for me as the farming or gathering process. That's more of a feminine approach.

I'm talking masculine versus feminine in the Eastern way of thinking. The heart centered verses head centered.

I come with a heart centered approach.

If that's uncomfortable for you, then this is not for you.

I'm the wrong coach and mentor for you but if heart centred is what is right for you, then I'm the right coach, if you want to make change with me.

See what I'm doing, you want to do the same thing. Whatever your boundary is, whatever your method is, you want to give them an out of who you're not looking for. You need make it crystal clear who you're not looking for, then they'll be clear on who you are looking for.

In fact, the best way to find your target audience is to focus on who they're not and then through elimination, and disqualification, focus on who they could be.

Question 10, I say "What's your biggest takeaway?" I'm actually saying, what've you learned most from me trying to sell you? That's what I'm actually asking them.

Why do I ask that question? I asked that of Virginia during a discovery session, the hangout mentor. She told me the COI method.

I asked Mendy and she told me it's the cost of inaction gap conversation. It's not just the COI but it's having that gap conversation.

I asked Siddique and he said the biggest takeaway is the alternative upside down funnel. It's flipping the funnel.

I asked Barney of CEO space, and he said, it is my niche... I never knew I'm a community builder. I thought I was dealing with entrepreneurs one to one but I'm actually teaching them how to build communities and I only learned that through this process.

I asked Sandra, and she said to me that the biggest takeaway is giving a measuring stick. She doesn't deal with money so she says on a scale of 0 to 10, and that's exactly what doctor Jeff told me as well.

Question number 11 is my favorite one. "On a scale of 0 to 10, how inspired or motivated are you to making a permanent change to reach your 12 month goal?" Basically this is the question where I'm saying, "how motivated are you to making change?"

Why do I keep focusing on change?

Because I've been telling you the COI method is all about making change.

I must get a 10. You must get a 10 on this question. If they tell me 8, then I say, what would make it a 10?

Then they tell me and I say, great. What if you could have that right now? What if you believe that, that's possible right now to be a 10? Are you at a 10 now, and they typically say yes.

If they are not at a 10, then I'm not going to make my offer, because I can't possibly ask you to make a change with me if they're not at a 10 to want to make a change.

That is key. If your candidate is not at a level 10... inspired and motivated to make change, you do not make your offer. This prevents you from being rejected.

Don't make an offer unless they're 100% motivated to make a change.

Notice you haven't asked them if they'll make a change with me. All you've asked them is are you inspired to make a level 10 change?

That is a big takeaway.

Question 12 is you selling them. You might say "is it okay if I share with you what making a positive and permanent change looks like?"

That's a very polite and elegant way of saying "can I sell you, can I pitch you? Is it okay for me to tell you what I have?"

I'm saying, is it okay if I share with you what it looks like to make changes with me? I ask people, is it okay if I share with you what my continuing education looks like? I get a yes. I say, anyone not?

If a hand goes up, I say sir, madam, would you please leave the room? Because I don't want to waste your time. Time is very, very, very precious. More precious than money. At the end of your life, it's not money that you think about, it's I wish I had a few more days. That's really, really important for you to focus on, can I show you what it looks like to make a change with me? They say, yes.

Now they're waiting for you to pitch. They say yes.

Then you say okay, before I outline the three ways we can work together and the expected financial commitments, I want us to get aligned with specific beliefs that make lasting change possible.

Ok question 13 is the final question. You're not selling them. In fact, the sales speech isn't even in this script.

This script is a pre-qualification script and you don't have to use all 13 questions. I said that earlier. You can use 8, you can use 5, I have some people who use only 4, but use part of it and it will work.

I say if you don't believe in these three things we can't work together. I'm disqualifying them.

Before I tell you my three values, you need to know you have given me permission to sell, but I'm not going to ask for an answer right away.

That's key. You're going to email Sandra@marketingonline.com, because I don't want you to be confronted with me selling to you.

I don't want you to feel bad for saying no. If you will say no, then in the subject line to Sandra either immediately after this session or within 24 hours, say "yes" or "no". Don't leave it past 24 hours because then you're out of integrity, as far as I'm concerned.

Most people tell me, Alex you're crazy. If you don't get them now, then you'll never get them.

Really? I can prove it with \$1,200,000 in sales, and this is a lot more trainable to people who don't like to sell. They don't like that confrontation because people feel bad.

Plus, you and I have been vulnerable so far, so if I put you on the spot, it's like me being the controller. I don't want that. I want us to be side by side for now.

Ok, here are my three values.

The first is the principle of pre-motivation. What is that?

Pre-motivation is I can't motivate you, I can't inspire you, you've got to come to me pre-motivated.

I want you to have the same type of prospects. They have to come in pre-motivated to work.

Number 2, is the principle of priority. What is that? That means you know the difference between what is urgent and what is important, and **you do what's important first.**

On your death bed, you'll never do what's urgent, you'll do what's important.

You'll call up your enemies. The people you despise, you'll tell them you love them. You'll call up relatives and you say am sorry I held a grudge for 40 plus years.

You won't do what's urgent like I better check my email now I'm dying, or I better check my Facebook. You'll do what's important. Are you with me?

I need you to have me as a priority. If we work together, I have to be in your top 5, because if you're going to spend \$25,000 or \$5,000 or \$1,500 with me I've got to be a priority.

With \$25,000 I'm going to do most of the work for you. At \$5,000 we're going to do the work together, and at \$1,500 you're going to do all the work. It's Do It Yourself (DIY).

That's why you pay more if I do most of the work for you. The goal is speed.

At \$25,000 you get faster results typically. It's not always the case, but typically that's what happens.

And my third value is mentorship. The Greeks called it mentor, the Tibetans called it lama, the Indians from India call it guru, the French called it tutor, the English call it guide and the Americans call it coach.

There needs to be someone who's already taken a path before you. That's what you're paying. If you pay me, you're paying me for the mistakes I've made, and teaching you how to avoid them.

My three values are pre-motivation, priority and mentorship.

So now I have your permission to tell you what it is so the \$25,000 package is called the deep dive. You come into my office and for a full day. I have you picked up from the airport with my driver. You pay for your hotel, we have breakfast together, we have lunch together and then you go back to your hotel room at night. We don't have dinner.

What we do is we focus on your marketing funnel.

Everything starts with the funnel and we have 4 versions of it before we end. Why? Because version one is better than version none. And by the time we're done, we know what level offers there are, we know who your target audience is, we know what the media is that you're going to use and we know what your message is going to be.

It's message, media, market... those are the 3 things you need to know. What's important is that you're going to do it here and I'm going to do it for you on a flip chart or on a whiteboard if

you prefer the whiteboard. Then we take pictures of the whiteboard. If we do a flip chart, I give you the flip chart paper in a little cylinder and you take it back home.

Now you say, "Alex I can't make it to San Francisco". That will be a shame but that's fine, we will do two x 3 hour hangouts so that you can record it. Why two? Because it's really hard to sit still for 8 hours together.

It's an 8 hour deep dive, and I guarantee one thing, you'll have a lot more clarity by the time you leave, because am doing all the work.

It's like if I would take over your business, would it be successful knowing what you know about me? If your answer is yes, then the deep dive is for you \$25,000 it's a lot of money and you must do work after we're done.

After we're done, what you will do with me is have 12, 30 to 40 minute sessions on Google hangouts like this so we can record them, that will be covering all the action items deliverables that you need to do with your team.

I don't recommend you come alone. I recommend you come at least with 1 or 2 other people so that they can hold you accountable.

For the 12 sessions that follow they're all based on executing what you got from the deep dive.

The student that got the fastest return on investment was a student I had who already had a business. He got \$50,000 before our first session. That's my best. I can't do any better than that. Within a week he got 50k back, but that's not likely. What's likely is 1 to 2 months, that's what my experience has been.

I've had several clients who still haven't got their return on investment and still haven't gone through the 12 sessions together. Why would you spend \$25,000 with me and not go through the 12 sessions? I have no idea but they disengaged. I did what I had to do and that's what I ask you to do. You can have compassion for someone but you can't worry about them not doing the work.

I used to and I didn't get any sleep, so you have to let it go. High intention, low attachment.

I give you a road map, and you've got to take the trip. That's the \$25,000 package.

I will tell you one thing, here is the irresistible offer. Are you ready? If you take the \$25,000 package, then you'll get the \$5,000 for free, and the \$1,500 for free.

Now here is the \$5,000 package. There no way we're going to spend a full day together but you will get 6 one hour sessions. The first session is the inner game, all inner and the 5 successive sessions are outer game. Those are private consulting. Just you and me.

You have 2 weeks of pre-training, just like you do for the deep dive, and then we work on getting your \$5,000 back. If you said yes to \$25,000, you're getting this automatically for free. In fact you're getting 12 one on one, so that's automatic.

Then the \$1,500, which you also get if you invest in the \$5,000 package, is 6 open office hours.

Open office hours is where I have over 100 people who come to a Google hangout and they ask me questions, and for one hour I answer them one by one. Some people just watch other people come inside, others ask me questions, and others network with each other.

The \$1,500 is 6 sessions and they're 1 hour each, and they're over the course of 2 to 3 months.

If you get the \$5,000 package, then you get that for free. You're really getting not just 6 sessions but you're getting 12.

The \$1,500 package do it yourself, the \$5,000 package is done with me and the \$25,000 package is done for you. Those are the 3 packages.

I'm not going to answer any questions right now. That's what they are. Those should be clear enough. I want you to within 24 hours or immediately after this session send an email to Sandra and I want a yes or no in the subject line.

If it's no, you won't hear from us again unless you're on my list then you will hear from me but that's broadcast.

If it's a yes, then she'll respond to you and be prepared to answer which one of these three you want. There is nothing else. Just the \$25,000, \$5,000 or \$1,500.

I appreciate the time you've spent with me. My name is Alex Mandossian and I hope our paths cross again soon. Email sandra@marketingonline.com, and write yes or no on the subject line and nothing in the body copy.

Make a decision. Thank you. All good wishes.