

GRIP it and RIP it

We have the outcome, when we get and outcome what we want to do is grip it and rip it. And by that, I mean, first of all we have got their outcome. Step one is G. we want to understand the gap between where they are today and where they want to be.

Step number two is R. we want to recognize how our client defines the gap. And that is where we want to start to dive in, and as they give us an answer we are going to say “you know, safety means a lot of different things to a lot of different people. What does safety mean to you?” We want to understand their definition and literally see the world through their eyes.

Number three is I. I. is we want to identify what is going to happen once they have closed the gap. Now this is where we really start to get them to try on those emotions, and take their outcome out for a test drive.

Number four is P. P it understanding their personal persuasion process. Everybody is a little bit different, that is asking them “how are you going to know when you have that? And what needs to happen along the way? For you to feel good about taking the steps?” So we are doing two things there we are asking them kind of, how are you going to know when you’ve got that outcome? And what are the landmarks along the way that are going to tell you, you are on the right path?

And at the same time their personal persuasion strategy is, what are you going to have to do to persuade yourself that this is the past that you want to be on to begin with? So G.R.I.P – GRIP once we have got that. That is kind of our intake of it.

Now we are going to want to build a presentation that is absolutely irresistible in the only place that it really matters. The mind of our clients and that is the RIP. The rip is going to be that we want a Replay everything that they told us in the grip process and build back into our recommendation. So we want to talk specifically if not feature in advantages and benefits but rather with recommendation we want a replay how this is going to give you everything that you need.

I. We are going to intertwine the enjoyment of the benefit of that with the implementation of our recommendation. So we’re going to take outcome, which is having them as a client and their outcome which is achieving whatever it is that they want to achieve and we are going to Intertwined there is together. So that our client is now in a position them to conclude we want them to include of way that they are going to be to achieve all of these wonderful things that they’ve been dreaming about achieving it through the implementation of a recommendation.

And then the P is that we are going to plant the seeds of future business. This meeting is only the beginning of a wonderful journey together.