

Keep in mind, high ticket offers must have phases that logically lead into each other and create a “roadmap” in the head of the prospect.

Additionally, the offer must be positioned in such a way that it is truly a one of one solution - not a commodity. The offer must make it clear to the prospect why it is different from all the other alternative solutions.

Once the prospect has crystal clarity of the road map of his/her way to success, this satisfies the logical part of the brain that says “this makes sense, I can see myself using this AND I understand why this offer is different from what I’ve done in the past and why I haven’t been successful to date”.

Once the logical part of the brain is satisfied, then we use qualifying questions to get them to convince themselves **emotionally** of why this road map will work for them and why they need to take action now.

This is the breakdown of how to offer and prescribe. Remember! The way to do this properly is to keep the END Transformation in mind and then create the Road Map for that end transformation. Logical, step by step. Remember, poke hole through their logic

Phase 1: “The name of this Phase”

Finish Line: What needs to happen in this phase to know that it is now complete

Prize: This is what your student will “have” once this phase is over (tangible, measure, quantifiable, asset, #, etc)

← → ← → ← → ← → ← →

Every High Ticket Offer Will have 3-5 steps like this. Now you can fill out yours

This is a description of the program. Remember to PRESCRIBE.

Sales and Marketing

Transformation: B2B Enterprise Sales and Marketing Teams: A way to improve your deal closing metrics without spamming or demon dialing prospects.

We do this through our 7 week acceleration program.

PHASE LEVEL

Phase 1 - Lead Automation: You mentioned that most of your prospects came from direct sales rep interaction. During this phase that's exactly what we take care of. We provide you with proven and sustainable methods for building more qualified prospects without stepping on your sales reps toes. We take all the guesswork and uncertainty out of making sure you are reaching all potential opportunities with proven processes that won't rely on content spamming. After a little bit of testing, this system can be setup so it can automatically look for new opportunity based on your track record of existing customers. If you don't have sustainable, repeatable processes, all future phases will be hampered, which is why we start with this as Phase 1.

Finish Line: This phase is complete when the prospecting methods we help you install are generating predictable numbers of new qualified prospects with a minimum of manual error prone inputs.

Prize: At the end of this phase, you will have a _____ system to predictably _____ and _____.

- [Case study #1's Name] generated over _____ within [TIME PERIOD] of implementing this method
- [Case study #2's Name] closed _____ within [TIME PERIOD]

Phase 2 - [INSERT NAME OF PHASE HERE]: The number one reason most people never achieve _____ is very simply because their _____ - in other words, they are _____. In order to scale sustainably to (*Desired Outcome*) we must escape _____ and move to a _____ which is absolutely essential to [Desired biz outcome], which most importantly, allows you to [Desired Life Outcome]. This transition begins with _____. We provide you with the roadmap required to _____ process that [DESIRED OUTCOME]. The reason we do this is because you simply will never be able to _____ without _____. [INSERT PROBLEM STATEMENT HERE] As we've seen many times before, this is simply a recipe for _____.

Finish Line: You know you're done with this phase when your [PROBLEM AREA] is [DESIRED Biz OUTCOME] and your [DESIRED LIFE OUTCOME], which is what we will show you exactly how to do by providing you with _____.

1. [Case study #3] scaled to _____ with over _____ using this _____
2. [Case study #4] scaled to _____ with over _____ using this _____

Prize: After this phase, you will have absolute certainty around _____ so you can confidently _____ with _____... while having the peace of mind to know that _____ without _____ as you scale.

Phase 3 - [INSERT NAME OF PHASE HERE]: In this phase, we teach you step by step of full _____ the right people for _____, and begin to actually test _____ so that you have the

ability and confidence to _____ and nothing will _____. In fact, (case study), his/her _____ actually _____ during this phase.

Finish Line: You know your done with this phase is when you _____ after _____ days by _____.

Prize : After this you will have _____ main components on _____.

1. _____
2. _____
3. _____

← → ← → ← → ← →

Now that you have your prescription, people will be saying “holy moly, that makes complete sense!” It makes sense, because now they have they road map!

Now, we ask them qualifying questions to have them convince themselves of it,

FEATURE LEVEL (V1)

We help you execute this process step-by-step while providing the _____, _____, and _____ required to ensure your success.

[EXPLAIN FEATURES HERE]

Once you're ready to get started, simply process the \$XX,XXX enrollment fee (invoice will be sent shortly) and my team will get you fully onboarded by doing _____ and _____ within 24 hours.

LOOP Qualifying Questions

Do you feel like this could be what you are looking for?

Why do you feel it is though?

Do you feel like this is something you can (have, do) that will get you where you're wanting to go?

Why now?

← **X** → Increase the Certainty before the price drop

After the price drop... LOOP

LOOP ...Qualifying Questions Again

Do you feel like this could be what you are looking for?

Why do you feel it is though?

Do you feel like this is something you can (have, do) that will get you where you're wanting to go?

Why now?

If they hit an objection....LOOP

LOOP...Qualifying Questions Again

Do you feel like this could be what you are looking for?

Why do you feel it is though?

Do you feel like this is something you can (have, do) that will get you where you're wanting to go?

Why now?