

BXR Tracking -

<https://docs.google.com/spreadsheet/ccc?key=0Av0KLPEJJp2mdFhvU1RhSkpUYjVwRUo2Z0hZZ1FCZFE#gid=11>

Monthly Numbers Tracking -

<https://docs.google.com/spreadsheets/d/1MriONcT31xO6AyBau5lh4SFBhjInnZjsJelUQmTy5yc/edit#gid=1992356360>

Tips when doing a BXR interview with a client:

<https://docs.google.com/document/d/1FIhWgPkcixQkzqMXH4TOQy7PiwpBkhw4gRvu9nz05Pc/edit>

Other email copy to go to clients:

<https://docs.google.com/document/d/1Rwv9OHWla0YSkLz4p3F9JusDmOPHHOFLCQvYcrLJCzM/edit>

Master - Business Xray Interview Form

https://docs.google.com/document/d/1txdxGGDXvHN0zVMb-1J_T_RQb9-Up4F4QVVDb1VmPl/edit

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Reminder of Business Xray Interview

**** You can use this reminder or the reminder that is sent through Apptoto. ****

Subject: Reminder: Your Business Xray Interview is scheduled for tomorrow at: <TIME>

Body:

Hi,

This is a reminder for your appointment with <Interviewer Name> on <DAY> at <TIME>.

Please take a second and confirm or request to reschedule your appointment by replying to this email with either CONFIRM or RESCHEDULE.

We look forward to talking with you and seeing how we can help you understand the overall health of your entire business. This X-Ray analyzes the strength of your efforts in working with your client base, prospects, and professional referral sources.

Thanks,

<Signature>

To learn more about the Business XRay and to read what others are saying - check out this link!
<http://dnaforsuccess.com/examination/business-x-ray/>

Confirmation of Business Xray Interview

SUBJECT: Brent it was great getting to know you better. Thank you for that gift.

BODY:

NAME it was great getting to know you better.

Thank you for that gift!

NAME, Elise or Brianne or one of their associates will do your Business X-Ray interview on **Tuesday at 2:30** (et). There is no need for you to prepare anything, just come with an open heart and mind.

NAME, since you have four businesses it will be slightly more complex when you answer the 27 multiple choice questions at the beginning of the interview. You can answer A, B or C or A/B or B/C, if you are kind of in between answers.

What you'll do NAME in answering the questions is kind of answer them from a global perspective for all your businesses combined. There will be different answers for different businesses which is fine. Just come up with an "average" / overall answer that best matches all four of your businesses.

The \$285 for the Business X-Ray covers the interview the ladies will do, the full report and the phone / computer review I will do as well. Accounting will probably get you out the billing on Monday I'm guessing.

After the interview the ladies will schedule a time for me to personally do the review of your X-Ray on Thursday of next week. For your review we'll call into our conference calling line and

if you could be by a computer so we can show you some very cool business models which will help you to better the results of your X-Ray.

Here are a few short videos, others have found to be most helpful. You do not need watch those videos prior to doing the X-Ray but if you get a few minutes to watch a few of them and let me know what you think, feel free to do so.

> <http://dnaforsuccess.com/video-trailer-library/>

NAME, have a great weekend.

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Sincerely,

Mark Boersma
President,
Synergy Solutions, Inc.
Phone: (630) 393-9909 x222

Step 1: Complete Business Xray Interview

[Interview Form](#)

[Tips and Notes on BXR](#)

[How to Process a BXR](#)

To start a Business Xray in MCAT:

1. Create a user for your client / make sure they're in the system
 - a. log in to the mb111 account
 - b. On the menu on the left, double click on "Super Admin" then "Users"
 - c. search for your client there and if there is no record, click the green plus 'add' button. If there is a record, note their PIN number and move on to #2.
 - d. If adding a new user, enter First Name, Last Name, Email, and Phone number. For the Password use "account", change "Role:" to User. Hit save and close.
2. To start a new xray for your client:
 - a. Double click on "My Assessment" in the left menu, then "Assessments"
 - b. double click on "BXR" with the envelope icon next to it
 - c. Type in the name of the person who is doing an xray and hit start to the right of that first line.
 - d. select the profile for that person - make sure it is the right person based on PIN number.
 - e. on the page that comes up, in the top white box, a few lines down, it will have a blue link titled [Create a new X-Ray](#).
 - f. Click on that and begin your interview

At the end of the interview - Make note of the PIN number given to you on the finish screen. You will need this number to create their Web link to their XRay.

Step 2: Follow up letter sent Through AppToto with Survey

Link to Survey:

https://docs.google.com/forms/d/1MGHbPvaTYJroid2d4OQYgHcx9OIEBz_9xm-GJT8vf2I/edit

Link to Survey Responses:

https://docs.google.com/spreadsheets/d/1R-FH73IpSt6uAz5sQ63wI_8EOaLuHQ8W2AwTzarlBeU/edit?ts=57a10119

To send: Immediately after completing Interview, go back into BXR Interview calendar appointment type in the description box: [FOLLOWUPBXR]
AppToto will recognize that and send out the following email one hour after the appointment.

Subject: You did a great job on your Business X-Ray!

Body:

<Name>,

You did a great job on your Business X-Ray. Mark looks forward to reviewing it with you!

So . . . How did the interview go? Please take a minute and let us know!

[<< Click here for survey >>](#)

As was mentioned the first time we talked, there is a three step process,

Step 1: Examination

Step 2: Solution

Step 3: Implementation

Your Business X-Ray is the completion of your "**Step 1: Examination.**"

Congratulations!

You will be receiving an email shortly with a link to your X-Ray!

Brianne Edwards

On Behalf of Mark Boersma

briannemedwards@gmail.com

Step 3. Process BXR

[How to Process a BXR](#)

Send out processing email and CC Rosanna (accounting), Mark, and whoever else may be connected or need to know that the interview was completed. .

Step 3a. Email sent out to client from Interviewer

Email subject: WOW, (name), you did such a great job on your Business X-Ray Interview

Body:

Congratulations, (name), on doing such a great job on your X-Ray!

One of the things that professionals will consistently say about Synergy is "WOW, I can't believe I get so much for my investment!" Others will say "There's so much. I'm overwhelmed." Both statements are true and with all of our products/services you will not use everything that comes with a product/service. This is true with the Business X-Ray as well.

To view your X-Ray online, please double click on your customized, specially coded direct link:

<http://www.synergytools.net/md3/BxrView.aspx?BxrDataID=1691> ****CHANGE TO CORRECT URL ****

I have also included it in PDF:

INSERT PDF

Your Business X-Ray review is scheduled on Wednesday, December 18th @ 11:00am (cst) in which Mark Boersma will call you @ 907-232-8607.

Please print off the copy of your Business X-Ray if possible. We will go over your results with you and begin to assist you in taking charge of your business success.

If you have any questions on how you can get more from your X-Ray or how you can implement systems that will do the work for you so your business will grow even when you're not working, please let us know when we do the review or anytime. You can contact Mark at 630-393-9909 ext 222. We would love to assist you in any way we can.

Sincerely,
Your Synergy X-Ray Team,

Step 4: Account to Send out Business Xray Invoice



The Business X-Ray

SYNERGY
CONCEPTS

X-Ray Payment

Congratulations on your EXCITING DECISION to follow through on a Business X-ray. Please read through the entire email to make sure that you have gotten the full benefits of this solution. Also note that there is an invoice that you can pay online for the \$285 investment into your business for this Level 1 Solution.

The Business X-Ray has...

- * **Shown you what you have done right**
- * Provided a **life balance** review and analysis
- * Shown you what your **true income potential** is and how to reduce the number of hours you work
- * Analyzed your personality and helped you to understand how to **achieve your full potential**
- * Shown you how you could make minor modifications, which could produce **major changes to your income**
- * Analyzed 3 dimensions within your business and the 5 turnkey systems to implement to get your business to **grow even when you are not working** on your business
- * Analyzed 3 tools within your business and the 2 turnkey systems to **save you time**
- * Reviewed 9 major areas within your business
- * Shown you 7 major systems to be implemented and help you prioritize them and assign specific dates by which they need to be done
- * Shown you **how much you are worth** on an hourly basis
- * Shown you the **value of your business** if you were to sell it (as many doctors, accountants, attorneys, etc. often do)
- * Shown you how, through the seven systems, you could build your business to where it could be worth one million dollars or more within three years

We know you have already done your review so this video is just reminding you of the benefits of choosing this solution for your business.

http://www.synergytools.net/includes/mtr/training/flash.asp?filename=100702_Fri_7_00_BXR.swf

As you have probably heard from us a number of times, the **biggest hindrance to an individual achieving their full potential is procrastination**. As we all probably know there are four reasons why people procrastinate and I wanted to **personally commend you** for resisting any of those four reasons and taking action today.

The next step that most people take in achieving their WOW income goal is to develop an ActionVision life/business plan and full business development system.

You can pay it online with the link below:



Sincerely,
Your Synergy X-Ray Team,

Your Executive Lead Coach

****No Longer use! Now using Apptoto Follow up Service. 8/4/16**

Step 2: Follow up Letter sent out within 1 hour if possible. - From Mark.

Area 4: Servicing - After X-Ray interview is completed

Subject:

You did a great job on your Business X-Ray. I look forward to talking with you today.

Body:

<Name>,

You did a great job on your Business X-Ray. I look forward to talking with you further.

As I mentioned the first time we talked, there is a three step process,

Step 1: Examination

Step 2: Solution

Step 3: Implantation

Your Business X-Ray is the completion of your "**Step 1: Examination.**" **Congratulations!**

There are 100's of possible solutions . . . and we want to assist you find the very best one. :-)
After we review your Business X-Ray we'll talk about what's the best **Step 2: Solution** for you based on the results of your Business X-Ray and then help to make sure you are rock solid in your **Step 3: Implementation.**

One very popular solution that many of our clients go with is ActionVision. There are many other solutions available as well. After we do the review of your X-Ray <NAME> we can review over the different solutions and decide which one would be best for you.

Here is some information on the ActionVision System.

- http://thevisionproject.net/Action_Vision_testimonials.htm
- http://thevisionproject.net/Action_Vision.htm

I look forward to talking with you today.

BXR - Speed coaching

Step 1: Identify targets - [Business Xray Spreadsheet](#)

Tracking of Speed Coaching - [Speed Coaching](#)

Send name, email address, personality, biggest challenge, AV link (if available) and link to Xray to Mark and Mike by Friday to do the speed coaching on Monday.

Step 2: Attend a call with Mark. Get recordings from Mike and send out email to each person
Goal - get them to listen to it. - Convert 2 - 3 more.

Subject: David, listen to this short clip we recorded for you based on your Business X-Ray!

Body: Highlighted items = NEED TO BE CHANGED FOR EACH EMAIL.
David,

We did a short, roughly five minute speed coaching recorded call on your business x-ray.

- Your Own Personal - See below - yours is in bold.
- [Here is your xray again](#)

David, we have just partnered with Life Masteries Institute and Legacy Partners and taken our 24 years of experience along with all their experience and created a ["Follow In The Steps Of Others . . . And Achieve Their Success!"](#)

I have never seen anything like this as it lists out seven steps that the most successful people take to see success. It's based on personalities and there are all types of possible solutions from many businesses and nonprofit organizations.

Check out the group of four others who were part of your group . . . BC = Biggest Challenge - Listen to the [FULL Recording Here](#)

- [BC:1. Big question. how to grow. Great order takers. 2. Hired a lot of the wrong sales people over the years.](#)
- [BC: Focus](#)
- [BC: 1. ATTRACTING NEW BUSINESS 2. Sales / Exposure - 80 year old company](#)
- [BC: Need to get to MSP - Marketing Service Provider.](#)
- [BC: 1. Generating more revenue // 2. revenue increase](#)
-

David, we will follow up with you to schedule a time for you and Mark Boersma to get caught up and to see if our new partnerships with others might have some solutions to better assist you and/or to introduce you to others who might turn into clients and/or partnerships for you.

Thank you,

<Your Signature>

Step 3: Call to follow up and make sure they listen to the 3-5 minute clip.

Notes on coaching from Mark on follow up calls.

SO what did you think?

It was good...

So do you want to do it?

Do you have any questions? Do you want to get started on it?

No, I don't really want to. I'm not here to push you unless you want to be pushed... :0

Already anticipate they will procrastinate. (know what they want as the response to get them to change and stop procrastinating. - Found in MCAT Key Info 1 Tab)

That's a great question, why don't I set you up with an executive coach.

Step 4: Pursue getting the sale.

Goal - get them to listen to it. - Convert 2 - 3 more.

