

ME	TE I
NA	0



CREATING A GREAT EXPERIENCE FOR PROSPECTS AND CLIENTS REQUIRES PLANNING AND INTENTION. OTHERWISE, OUR CLIENTS HAVE AN "ACCIDENTAL" EXPERIENCE: AN EXPERIENCE THAT IS THE RESULT OF CURRENT SYSTEMS, TRAINING, AND HAPPENSTANCE. IN ORDER TO CREATE THE ULTIMATE EXPERIENCE, TAKE A LOOK AT EACH KEY INTERACTION WITH YOUR CLIENTS. THROUGH THIS TOOL, YOU WILL STATE YOUR INTENTION, THINK BIGGER AND BETTER, AND LOOK TO OTHER COMPANIES ALREADY PROVIDING THIS KIND OF EXPERIENCE IN THE MARKETPLACE.

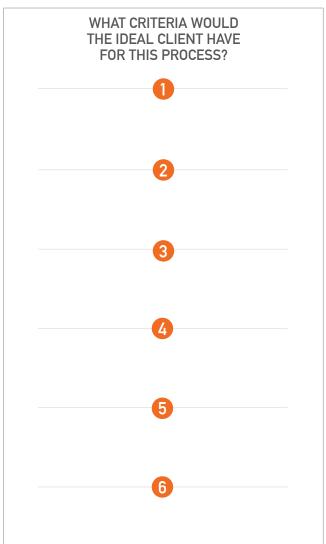
MAKE IT AMAZING.

THE WISDOM NETWORK

IMAGINE IT IS FIVE (5) YEARS FROM TODAY.

HOW MUCH ARE YOU CHARGING FOR YOUR PROCESS?

WHAT KIND OF EXPERIENCES & SERVICES WOULD CLIENTS NEED TO HAVE TO JUSTIFY THAT FEE?



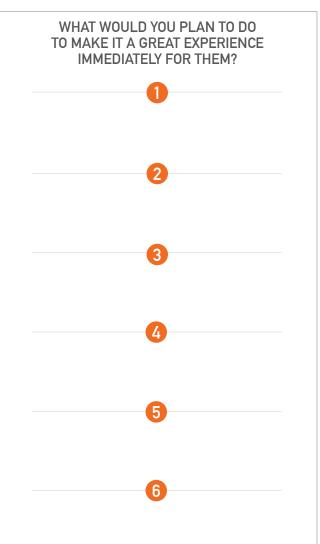
IN ONE SENTENCE,

DEFINE THE IDEAL FEELING CLIENTS WOULD HAVE AS A RESULT OF YOUR PROCESS.

THE WISDOM NETWORK

LET'S SAY THAT VERY CLIENT IS COMING INTO THE OFFICE IN 3 MINUTES.





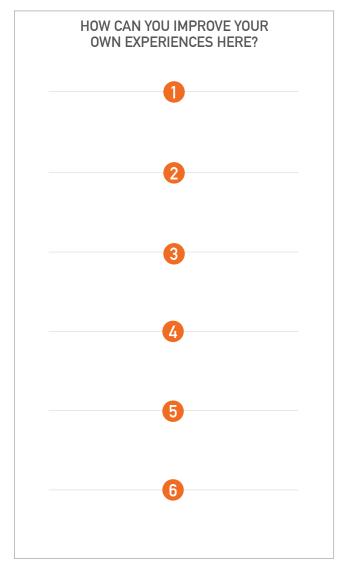
IN ONE SENTENCE,

WHAT'S THE EXPERIENCE YOU WANT TO HAVE FOR THEM?

LEAD CONVERSION EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?	
WHO DOES THIS WELL?	

	HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?
-	2
-	3
-	4
-	5
_	6





FIRST MEETING SCHEDULING EXPERIENCE

WHAT IS THE IDEAL FEELING CLI	ENTS WOULD EXPERIENCE HERE?
WHO DOES	THIS WELL?
	HOW CAN YOU IMPROVE YOUR
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	OWN EXPERIENCES HERE?
1	1
3	3
	4
4	
5	5
6	6



INTRODUCTORY MEETING EXPERIENCE

	ETING EXPERIENCE
WHAT IS THE IDEAL FEELING CLI	ENTS WOULD EXPERIENCE HERE?
WHO DOES	THIS WELL?
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	HOW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?
1	1
2	2
3	3
4	4
5	5
6	6



PROPOSAL OF SOLUTIONS EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?	
WELL?	
HOW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?	
1	
2	
3	
4	
5	
6	



WELCOME TO OUR COMMUNITY EXPERIENCE

WHAT IS THE IDEAL FEELING CL	IENTS WOULD EXPERIENCE HERE?
WHO DOES	THIS WELL?
LIGHT DO THEY DO ITS	HOW CAN YOU IMPROVE YOUR
HOW DO THEY DO IT? WHAT ARE THE STEPS?	OWN EXPERIENCES HERE?
WHAT'S THE EXPERIENCE?	
	0
	2
3	3
	4
	5
6	6
•	



ONGOING CREATION OF VALUE EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?	
WHO DOES	THIS WELL?
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	HOW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?
2	2
3	3
4	4
5	
6	6



ASKING FOR REFERRALS EXPERIENCE

WHAT IS THE IDEAL FEELING CLII	ENTS WOULD EXPERIENCE HERE?
WHO DOES	THIS WELL?
	HOW CAN YOU IMPROVE YOUR
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	OWN EXPERIENCES HERE?
WHAT 5 THE EXPERIENCE!	1
3	3
4	4
5	5
6	6



DEMUNSTRATING GRA	ITTUDE EXPERIENCE
WHAT IS THE IDEAL FEELING CLIE	NTS WOULD EXPERIENCE HERE?
WHO DOES	ΓHIS WELL?
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	HOW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?
	1
2	2
3	3
4	4
6	6

9

PROGRESS UPDATE EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?	
WHO DOE	S THIS WELL?
HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?	HOW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?
2	2
3	3
4	4
5	5
6	6



RENEWAL OF COMMITMENT EXPERIENCE

WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE? WHO DOES THIS WELL? HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE? WHAT'S THE EXPERIENCE?

	HOW DO THEY DO IT? WHAT ARE THE STEPS? WHAT'S THE EXPERIENCE?
	2
_	3
_	4
_	5
-	6

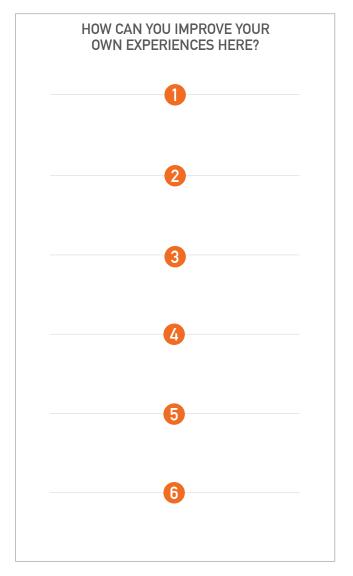
Н	OW CAN YOU IMPROVE YOUR OWN EXPERIENCES HERE?
	1
	2
	3
	4
	5
	6

THE WISDOM NETWORK



WHAT IS THE IDEAL FEELING CLIENTS WOULD EXPERIENCE HERE?
WHO DOES THIS WELL?







616.546.2948 | www.thewisdomlink .com

TM 2015. The Wisdom Link, Inc. All rights reserved. No part of this material may be reproduced in any form, means whatsoever, without written consent from the publisher.