Coaches, Trainers & Consultants:
Land 3X Larger Client Engagements

Brought to You By the Same Experts Trusted By Major Media

Everything We're Discussing, Applies to Global Brands Like...

It Also Applies to...

- Mid-market companies
- Nonprofits
- Colleges & universities
- Government agencies
- Small enterprises
- Well-funded start-ups

"Undisputed champion at helping small businesses land big clients."
– Inc. Magazine

"A fierce champion for small business owners."
– Business Digest

15,000+

Small Business
Owners Trained

72+

# of Countries Our
Clients are Based In

114+

# of Countries Our Clients
Serve Corporate Clients In

8-Step-Cycle of the Revenue Bottleneck

1. Too dependent on referrals & word of mouth.

2. "Visibility" that goes nowhere.

8. Feast-or-famine cycle.

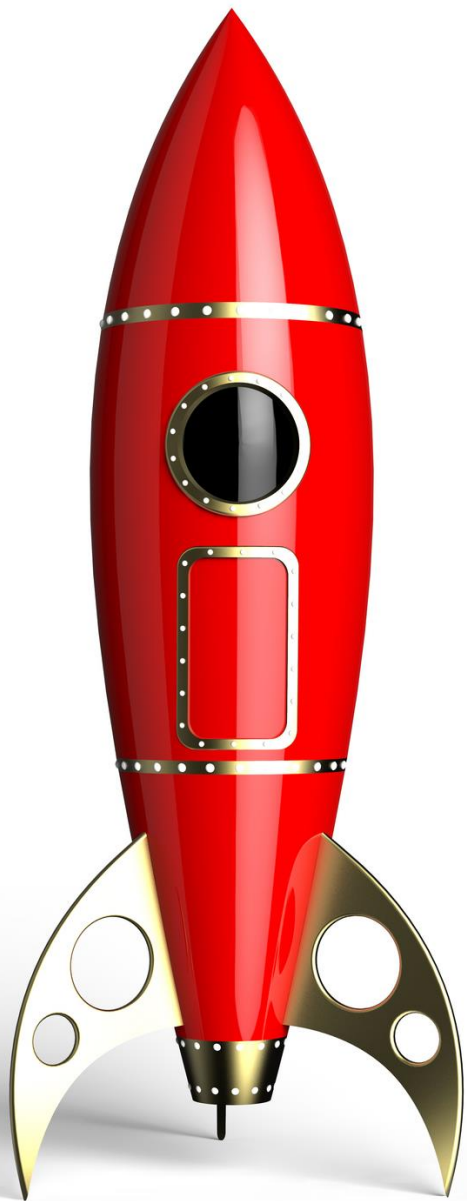3. Not having conversations with enough decision makers.

7. One-hit wonder deals.

4. Great conversations that go nowhere.

6. Getting ghosted or endless delays after sending proposals.

5. Check-the-box, once-and-done deals.

Mission Objectives

In this Session, Here's What You'll Get:

Strategy #1: Position Yourself as the Go-To T&D Strategic Partner vs. being just another outside service provider in a sea of commoditized choices.

Strategy #2: Master the Art of Influencing Decision Makers to adopt longer-term solutions that drive lasting organizational success instead of check-the-box options.

Strategy #3: Unlock 3X Longer-Term, More Transformational Engagements by navigating the long-game strategically.

Plus: Access to Specific Action Steps, Resources & Venues on where to go from here to take this from just being interesting information to truly growing your bottom line.

What's the Payoff?

Research Firm Finds that BoldHaus Collective Members are Charging 173% Higher Rates Than Their Industry Peers!

"I'm always struck by the level of professionalism and business savvy of BoldHaus members. They stand out in the fearless strategies they use to win clients and expand client business. And it pays off for them.
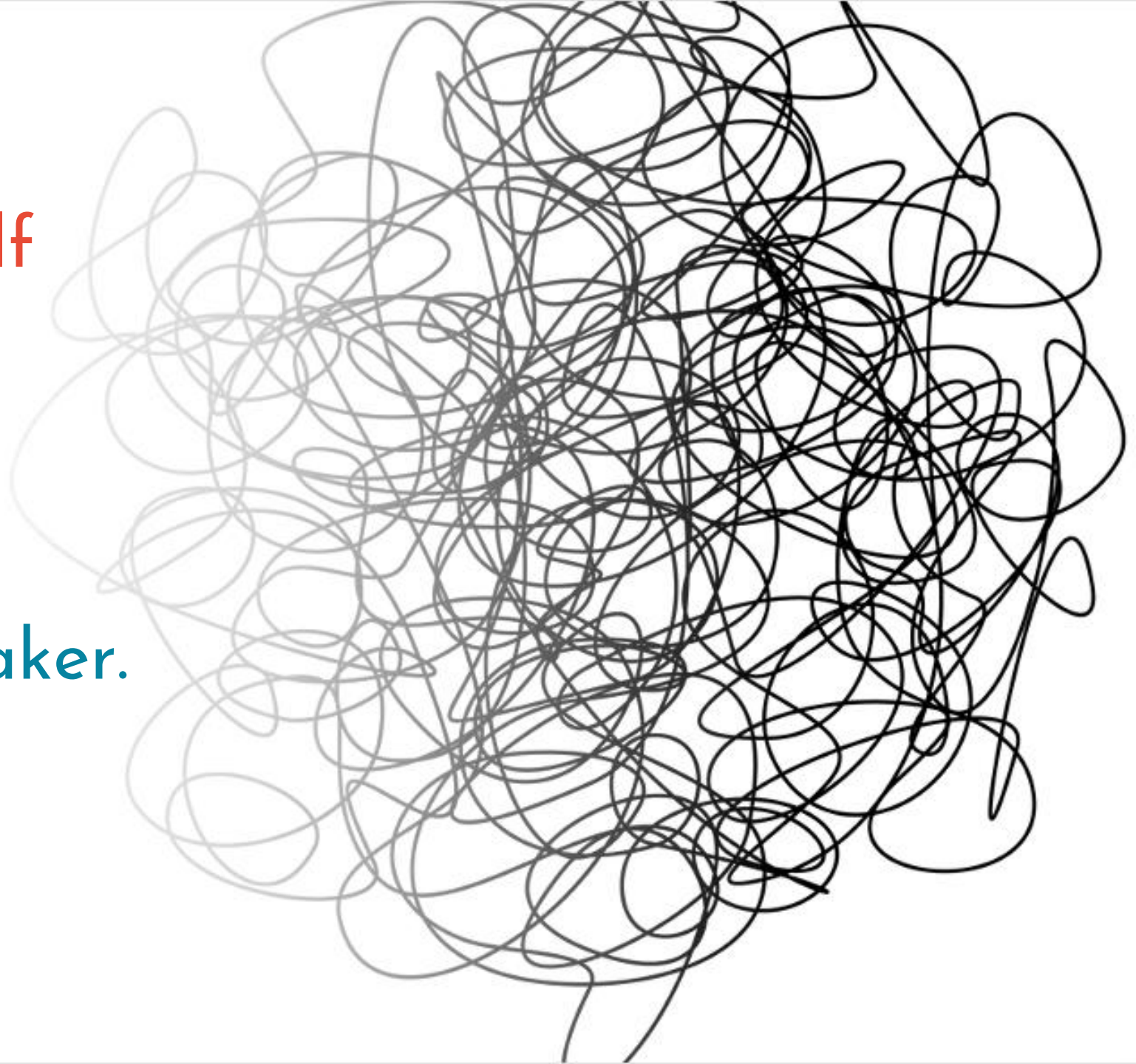
BoldHaus members who use our MyExcelia system charge a *173% higher rate* than those who are not a part of BoldHaus. *And they also run more large-scale programs."*
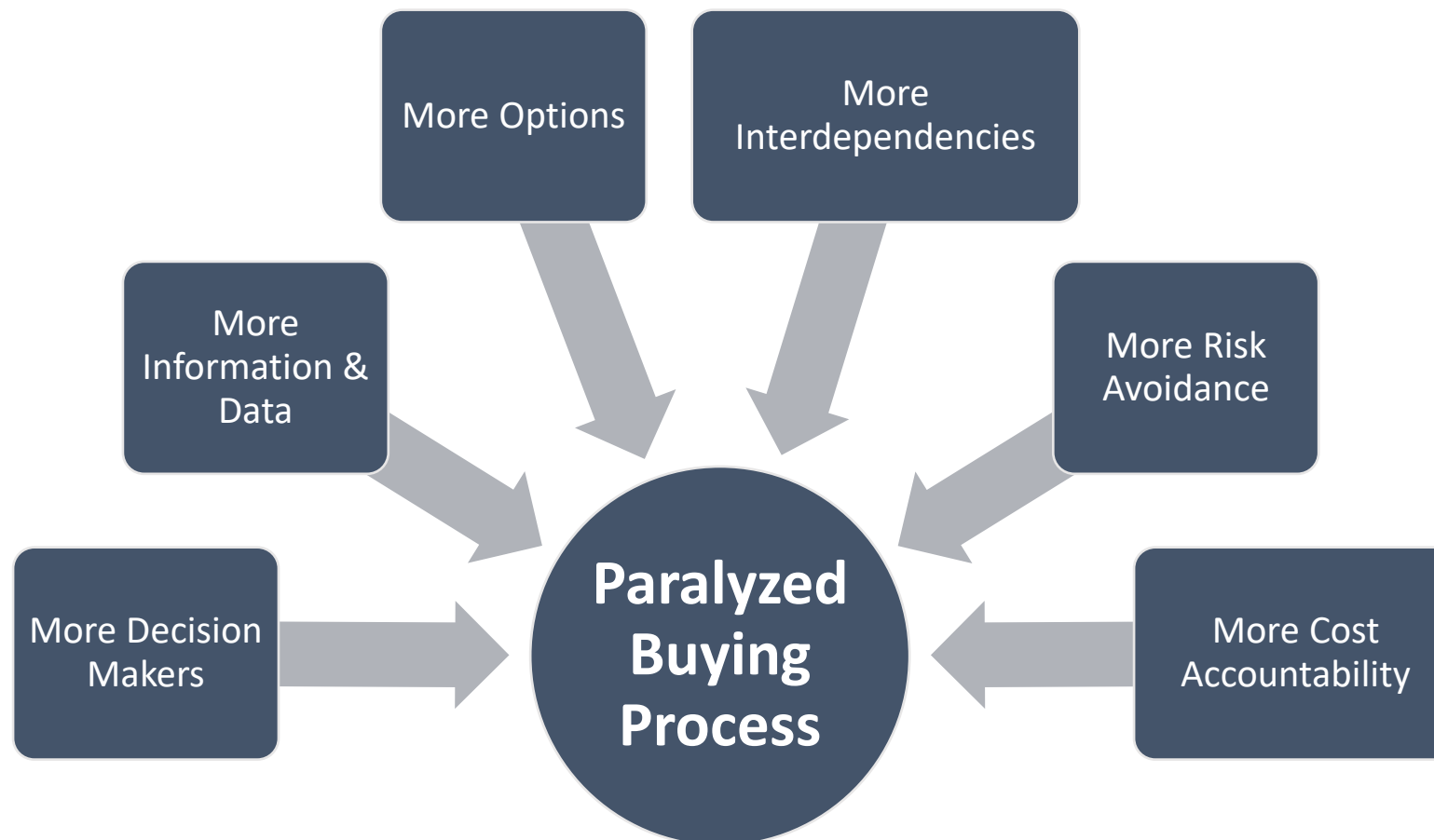
– Lisa Ann Edwards, CEO, MyExcelia

To Position Yourself as the Go-To T&D Strategic Partner...

1 | Be the Sense-Maker.

Open-Ended Decision Loop

More Options

More Interdependencies

More Information & Data

More Risk Avoidance

Paralyzed Buying Process

More Decision Makers

More Cost Accountability

Your job = make it *easier* for your clients to buy the right solution for their goals.

Questions Every <u>Decision Maker</u> is Asking in Their Head

Is this a problem to solve?

What are solutions to solve it?

Who can help with solution?

How much do we want to spend?

Where will this go wrong?

Do we have to do this now?

Are You Talking to Doers?
Or Decision Makers?

NO!!!

YES!!!

Doer-Level Messaging	Buyer-Level Messaging
How to Improve Your EQ as a Leader	3 Ways to Quickly Identify the Areas in Your Organization Where EQ is Most Lacking in Your Leadership Pipeline
How to Facilitate a Train-the-Trainer Workshop	The 5 Most Effective Solutions to Train a High Volume of Front-Line Employees and the Pros & Cons of Each
How to Conduct Employee Performance Reviews & Give Helpful Feedback to Your Team	A Proven Decision Matrix for When to Utilize Your Internal Training Team vs. When to Bring in Outside Trainers
How to Run Effective Group Exercises & Make Employee Workshops More Engaging	A Proven Method to Calculate an ROI-Based Budget for Your Leadership Training Program
How to Conduct Difficult Conversations with Employees	Proven Risk Mitigation Strategies to Ensure 80% of Your Company's Training Budget Doesn't Get Lost to the Forgetting Curve
How to Build Relationships for Career Success	Why Do It Now: 3 Ways to Measure the Cost of Delaying Employee Training on Essential Skills in Your Organization

To Influence Decision Makers to Adopt Innovative, Long-Term Solutions...

2 | Create a Bigger Playing Field.

Expand the Playing Field: 5-Part Proven Process

BoldHaus®

Prospect Initiates ▶	Set Process	Right Fit	Credibility & Capabilities Briefing	Needs Discovery	Co-Create to 100%
You Initiate ▶	Credibility & Capabilities Briefing	Set Process	Right Fit	Needs Discovery	Co-Create to 100%

To land longer-term, more transformational opportunities....

3 | Build in the bounce.

Bounce Meeting Strategy

1. **Called Executive Debrief or Strategic Debrief.** "Bounce meeting" is for your internal mindset/thought process.

2. **Baked into every proposal / client agreement / program deliverables.** It is NEVER an after thought.

3. **Follow a simple, repeatable, 4-part framework.** This meeting structure provides a value-add for the client and a natural bridge for you into the next opportunity to support your client.

4-Part Strategic Debrief Framework

Observations

Insights

Quick Wins

Strategic Recommendations

Mission Objectives
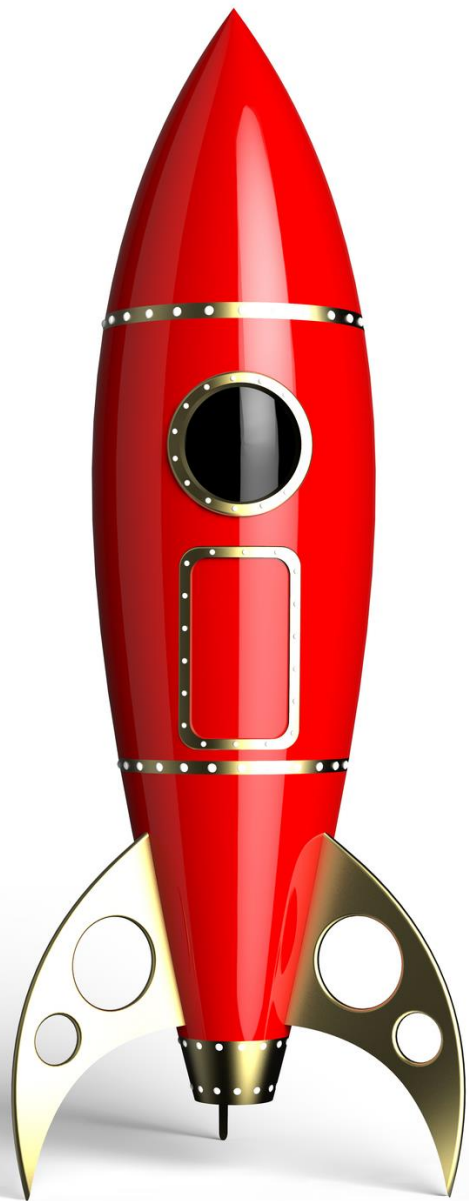
In this Session, Here's What We Covered:

Strategy #1: Be the sense maker.

Strategy #2: Create a bigger playing field.

Strategy #3: Build in the the bounce.

Plus: Access to Specific Action Steps, Resources & Venues: Where to go from here to take this from just being interesting information to truly growing your bottom line.

Lay the Foundation: 5-Part Proven Process

Prospect Initiates ▶

| Set Process | Right Fit | Credibility & Capabilities Briefing | Needs Discovery | Co-Create to 100% |

You Initiate ▶

| Credibility & Capabilities Briefing | Set Process | Right Fit | Needs Discovery | Co-Create to 100% |

Get Full Script Here:
https://boldhaus.com/ultimate-sales-script

Download Here:

https://boldhaus.com/quickstartguide
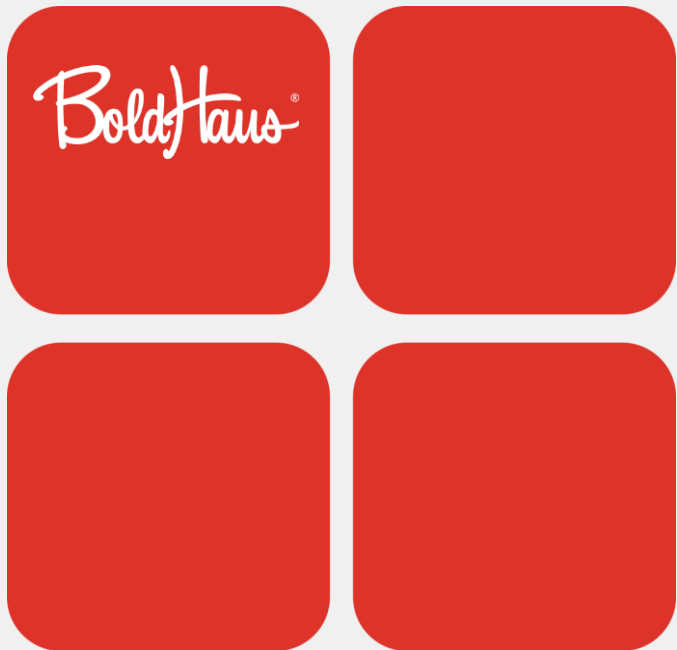
HOW TO GET IN TOUCH.

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