



Market Leader Showcase

Market Clarity

Psychology



Your Ideal Clients

Get Crystal Clear on:

- 1) Who are they?
- 2) What are their problems?
- 3) What are their desired outcomes?
- 4) How do they communicate: Senses



Who are they?

- 1) Geographically: Where are they located?
- 2) What is the Culture like where they live?
- 3) What is important to them in that culture?
- 4) What are their unwritten rules or values?



What are their **Top 3 Problems**

- 1) What's keeping them at work? or not at work?
- 2) What is hurting them? Where are they haemorrhaging?
- 3) What is the top 3 problems they want you to fix when you FIRST SPEAK to them?



Desires, Outcomes, Results/Expectations

- 1) What made him/her start working/doing what they are doing in the first place?
- 2) What is the #1 goal he/she wants now?
- 3) Why does he/she want it?
- 4) If you could wave a magic wand, what would he/she be doing right now?



Desires, Outcomes, Results/Expectations

Look Like - Sites, Scenes, Where are they,
Paint that picture

Sound Like - What do they hear and who is
saying that?

Feel Like - What is going on in their head?
What is that experience now in this outcome
moment?



Sensory Communication

Learning Style:

- 1) Does your client want you THERE?
- 2) Do most of your talking on the phone?
- 3) Kinesthetics, Visuals, Auditories, Written



Sensory Communication

Profile Tools

- 1) Do they all fit in one box: (eg: DISC - “Ds, Cs”)
- 2) Do they all assume a Same Role in the Organisation/Life?



Sensory Communication

Way they communicate:

- 1) Mostly focusing on Problems: Pessimist
- 2) Mostly focusing on Problems: Optimist
- 3) Dreamers, Philosophers, Realists,
Super achiever, Socialites



Who are your favorites?



**Who is your
Competition?**



**How does your
BEST Competition
communicate?**



Homework:

1 - Research Your
Competition

2 - Get *Crystal Clear* on Your
Client's TOP 3 Problems

3 - Survey or do Strategy
Sessions



Homework:

Write their language
word for word