

The Results Conversation is a way of transforming your positioning and relationship with existing customer and wowing potential new customers. The Results Conversation below is a sample script that can be tailored for your customers, so you can ensure that you are not only have the right conversations, but you are also well on your well to delivering the results your customer actually wants.

THE RESULTS CONVERSATION
1. THE BASIC STRUCTURE:
• WHAT IS IMPORTANT TO YOU IN YOUR BUSINESS?
• WHAT DO YOU WANT?
• WHAT DO YOU REALLY WANT?
• WHAT DO YOU REALLY REALLY REALLY WANT?
• WHAT DOES SUCCESS LOOK LIKE FOR YOU?
• DO YOU WANT HELP GETTING THE RESULT YOU REALLY WANT?
• DO YOU WANT THAT PERSON TO BE ME?

## 2. SETTING THE STAGE FOR A WINNING CUSTOMER CONVERSATION

- **Elements of Human Communication**

- 7% Words
- 38% Voice and Tone
- 55% Body Language

- **Personal Communication Modality**

- **Auditory**
- Visual
- Kinesthetic
- Auditory Digital
- Establish what your primary communication type is?
- Based on verbal cues and body language establish what the persons communication modality is

- **Matching Mirroring and Leading**

- The Art of Charisma
  - People like people that are like them
- Match their Communication Modality based on the cues in their language
- Mirror their body language and tonality
- Connection on a visual level and open body language

- Establish rapport through words, tone, voice and body language and begin to lead the conversation

- Talkers dominate the conversation while listeners control it

## 3. THE QUESTIONS AND THE APPROACH

- WHAT DO YOU WANT FROM ME AS AN ACCOUNTANT, AS A TAX ADVISOR AND AS YOUR BUSINESS ADVISOR? WHAT CAN I DO TO HELP YOU?

- WHAT DO YOU FEEL IS THE MOST IMPORTANT THING TO YOU ABOUT BEING IN BUSINESS?

- WHAT DO YOU WANT TO ACHIEVE IN YOUR BUSINESS?

THE RESULTS CONVERSATION

<ul style="list-style-type: none"><li>ON A SCALE OF 1 TO 10 WHERE 10 IS VERY IMPORTANT HOW IMPORTANT IS FEELING IN CONTROL OF YOUR OWN DESTINY TO YOU?</li></ul>
<ul style="list-style-type: none"><li>WHO ARE THE MOST IMPORTANT PEOPLE IN YOUR LIFE AND HOW DO YOU FEEL YOUR BUSINESS IMPACTS ON THEM BOTH POSITIVELY AND NEGATIVELY</li></ul>
<ul style="list-style-type: none"><li>HOW PROUD ARE YOU OF YOUR BUSINESS RIGHT NOW?</li></ul>
<ul style="list-style-type: none"><li>HOW FINANCIALLY SUCCESSFUL DO YOU FEEL YOUR BUSINESS IS RIGHT NOW ON A SCALE OF 1-10 WHERE 10 IS VERY SUCCESSFUL?</li></ul>
<ul style="list-style-type: none"><li>HOW HAPPY ARE YOU WITH YOUR CURRENT ROLE IN THE BUSINESS?</li></ul>
<ul style="list-style-type: none"><li>HOW IMPORTANT IS HAVING A HAPPY BALANCED LIFE FOR YOU ON A SCALE OF 1 TO 10 WHERE 10 IS PERFECTLY BALANCED?</li></ul>
<ul style="list-style-type: none"><li>HOW WELL BALANCED IS YOUR WORK LIFE BALANCE NOW?</li></ul>

THE RESULTS CONVERSATION



<ul style="list-style-type: none"><li>WHAT IS THE MOST IMPORTANT THING YOU CAN DO TO HELP YOU ACHIEVE FINANCIAL FREEDOM?</li></ul>
<ul style="list-style-type: none"><li>HOW IMPORTANT IS IT FOR YOU TO FEEL THAT YOU HAVE AN EFFECTIVE PLAN TO EXIT YOUR BUSINESS?</li></ul>
<ul style="list-style-type: none"><li>DO YOU FEEL YOUR BUSINESS IS REALISING ITS FULL POTENTIAL?</li></ul>
<ul style="list-style-type: none"><li>HOW VULNERABLE DO YOU FEEL YOUR BUSINESS IS NOW?</li></ul>
<ul style="list-style-type: none"><li>HOW FINANCIALLY FREE AND INDEPENDENT ARE YOU ON A SCALE OF 1 TO 10 WHERE 10 IS TOTAL FINANCIAL FREEDOM?</li></ul>
<ul style="list-style-type: none"><li>DO YOU FEEL IN CONTROL OF YOUR BUSINESS?</li></ul>
<ul style="list-style-type: none"><li>WHAT DOES SUCCESS LOOK LIKE FOR YOU?</li></ul>

• HOW WILL YOU KNOW WHEN YOU HAVE GOTTEN YOUR NO.1 BIG RESULT?
• DO YOU WANT HELP GETTING THE RESULT YOU REALLY WANT?
• DO YOU WANT THAT PERSON TO BE ME?
• OTHER QUESTIONS