

MEETING OUTLINE AND TALKING POINTS

OPENING:

- Nice to meet you, thanks for taking time today
- Commonalities, connections

BRIEF INTRO:

- The 12 Week Year is all about Execution
- Everything we do is to help you and your organization execute more effectively
- Every organization has great ideas, access to information, data, and resources
- The reality is that great ideas and access to resources is virtually worthless unless you implement
- What separates the best is that they execute better
- The 12 Week Year is an execution system

HISTORY & BACKGROUND OF EXECUTIVE & COMPANY:

- Tell me a little about you and your company, how did you get started?
- NOTE: this is where you gather information. These are the things you want to learn:
 - Size of company – Sales, # of employees (some of this can be looked up online, then just confirm)
 - Vision – 5 years from today
 - Biggest challenges
 - Executive team makeup
 - Programs/efforts currently under way

12 WEEK YEAR OVERVIEW:

- As I mentioned the 12 WY is designed to enable effective execution
- Optional: If the book was sent, ask: “what resonated with you as you read The 12 Week Year?” Then discuss and lead into the following
- 12 WY vs Annual
- Disciplines
- Principles
- The System
- When employed as a system, it becomes a self-correcting system where smaller, more frequent adjustments are made, which accelerate the results.
- That is how our clients are able to accomplish more in 12 weeks than most do in 12 months
- Thoughts, Questions?

HOW WE WORK:

- Describe the structure of the program you are proposing – 1-day training, 12 week engagement, leader track, coaching or retainer, and pricing
- Offer to send proposal

CLOSE:

- If you were to move forward, what are you thinking in terms of start date?
- Agree on next steps – proposal, 2nd meeting, start date

CALL TRACK TO CLOSE

- Hi _____ (contact), how are you?
- Great/sorry to hear that...
- I wanted to follow up on our conversation and the proposal I sent, is now a good time?
- As we discussed, I think the biggest impact would be with _____ (talk about what you proposed)
- The reason I say that is because (talk about the benefits to him/her and their team)
- What excites you most about what I've outlined?
- I'm not able to guarantee the results, that depends on your level of engagement, but I am confident that this will be a game changer for you and your organization.
- When would you like to get started?

COMMON OBJECTIONS

Timing Is Not Right

Prospect: "I like it, but we have a lot going on right now I think it's something we should consider for later this year (next year)."

- I appreciate that. Most of the leaders I talk with have a lot going on, that's the environment today. You mind me asking, what specifically do you have in play that the 12 Week Year would conflict with or dilute?
- I appreciate that. What if I told you that the 12 Week Year could actually help your team better assimilate and respond to the current changes you have in effect.
- The 12 Week Year is the one system that leverages all the others and makes subsequent change easier.
- Initially, the impression is that the 12 Week Year is additive, when in actuality our clients have found just the opposite – it's the one system that helps your team implement all the others and deal with the various changes that are happening. It helps clarify for the team what is most important and focus on the key activities which reduces change fatigue.
- I've found that the reality of business today is that there is always something going on, and it's not going to slow down, it's actually accelerating. What that means is there never is a perfect time to start.
- I love the quote in the book: "A year from now you'll wish you started today."
- In the spirit of the 12 Week Year, that's 3 years away. That is the detrimental effect of annualized thinking.

Don't Have It In the Budget

Prospect: "Interesting, but even if I did want to move forward I don't have it in the budget."

- I can appreciate that. What would you need to see in an ROI to move forward?
- What kind of results would you need to see in order to justify the investment?
- How much is a 10-20% increase in sales/productivity worth?
- What if I could show you how the investment you make in this would pay back within the first 12 weeks, and overall would have an ROI of 100%-1,000% in the same calendar year?
- The 12 WY is a program that is truly an investment, not an expense. Typically, the ROI is 100%-1,000%. To give you an idea,

- Allstate said that the 12 WY was one of the best investments that had ever made.
- In his first 12 weeks Brent Burke a sales rep submitted 36 cases and paid for \$200K – more than he produced in the prior nine months!
- Ann Laufman, an experienced and successful sales rep, achieved a 400% increase in her production!
- And if you think these are isolated cases, read on.
- An international leader in the medical supplies market (Becton Dickinson) had a 30,000% ROI (that's not a typo)!
- A billion-dollar insurance company within six months (their first two 12 Week Years) had experienced a doubling of their sales production.
- One company that engaged with the 12 Week Year was stuck at \$17M in annual sales. They had hovered around that mark for the last 3 years. They began to apply the 12 WY process in April. As part of the process they had created a vision to be at \$25M in 5 years – very aggressive given they hadn't grow at all in the past 3 years. With just 9 months of engagement with the 12 WY they ended the year at \$23M! They ended the year nearly 4 years ahead of their goal.
- Moreover, many of our clients experience enormous personal benefits as well.
- Chris Vertesh lost 40 pounds in 12 weeks.
- Tim Cole lost almost 20 pounds – his goal was 12 - and in addition hired 2 key people who in his words “are already worth more than I am paying.