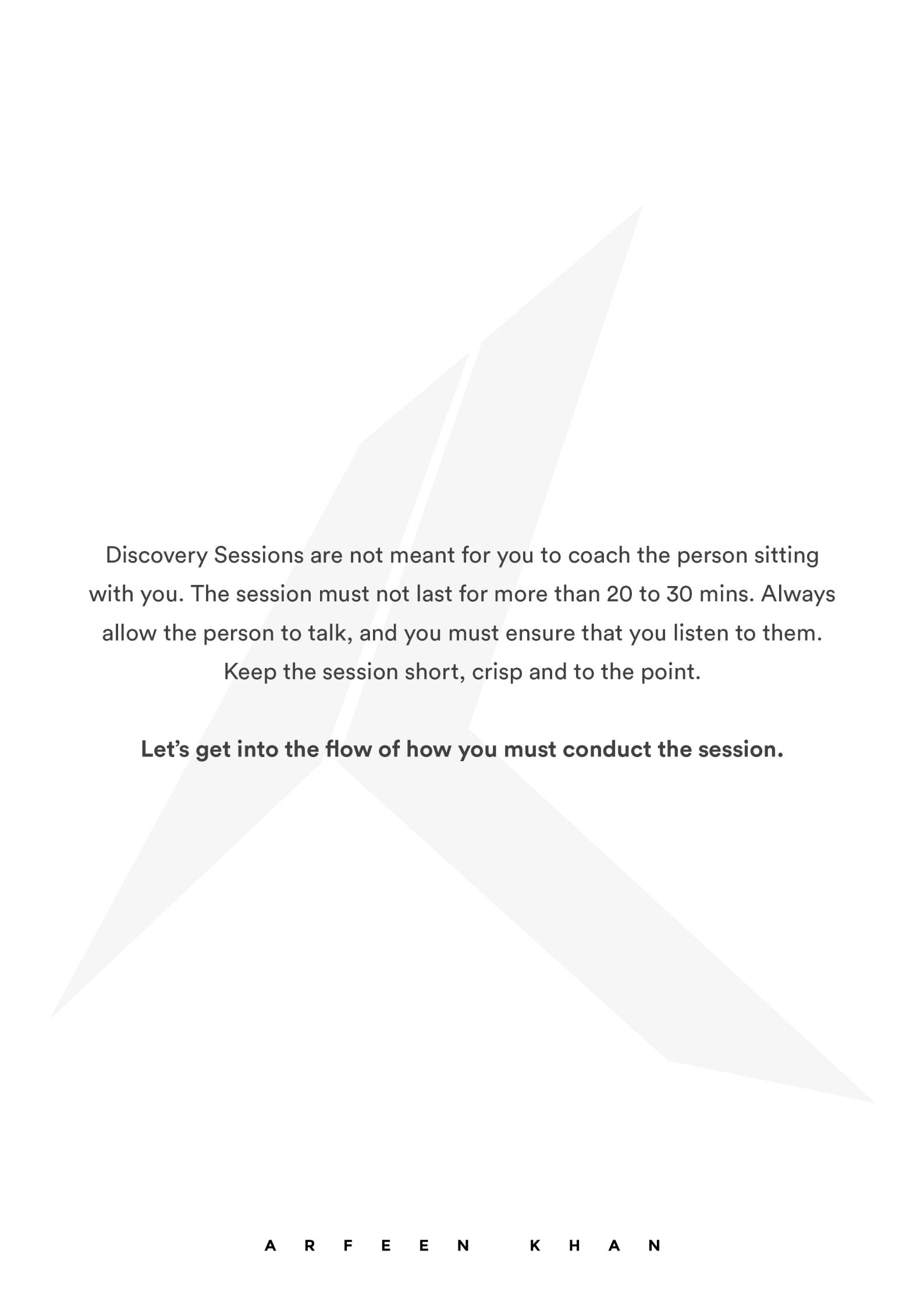




ARFEEN KHAN



The
**DISCOVERY
SESSION**
Formula



Discovery Sessions are not meant for you to coach the person sitting with you. The session must not last for more than 20 to 30 mins. Always allow the person to talk, and you must ensure that you listen to them.

Keep the session short, crisp and to the point.

Let's get into the flow of how you must conduct the session.

1. It's all about connection.

“Today is going to be a meeting of transformation.
I’m really delighted to connect with you today.
I’m going to ask you some questions, is it ok if I ask?
I’d like to ask you some meaningful questions about your _____ (life, business, health etc)”

2. Where are they right now?

“Tell me a bit about your _____ right now.”

3. What do they want?

“If you had Aladdin’s lamp and could have everything you want in your _____ in the next 6 months, describe what it would be like?”

Get the full details. make them dream so they get excited.

4. The emotional connection

“When you achieve _____ (achieving this specific dream/goal) what will it do for you?”

“And what else?” “And what else?”

keep asking “On a scale of 1-10 how important is this to achieve this?”.

Help them connect emotionally to the dream

5. The roadblock

“What’s stopping you from having this _____?”

“And, what else?” “And what else?”

Keep asking and do not start coaching them!

6. The consequences

“What has it cost you not having _____?” “What impact has that had on you?”

7. Show them the WHY

“If you could get over these obstacle _____ (specific obstacle mentioned) how would it change your life?”

“And what else?”

Keep asking

8. Recap

“What have you got from this conversation so far?”

9. Make the invite

“Are you ready to hear how I can help you achieve _____ (their specific dreams and goals)?”

Share your “system”, share your fees & terms, weave in benefits of working with you and success stories.

10. Create a sense of urgency

“I’m excited , are you excited? Let’s get started.”

Give them their first assignment now.

Summary

It should be simple and powerful.

- Tell them the next step and your plan ahead.
- Deliver the welcome pack immediately.
- If by the end of these questions they haven't said "YES!", don't panic and start hard selling, it doesn't work. Use the "I know how you feel" objection system.
- If they say... "I need time to think" they won't do it. Move on.
- Follow up with an email with what they shared with you about what they want and lots of stories with the same outcomes.