

Creating Your Pitch

The pitch is where we transition from doing 20% of the talking to doing 80% of the talking for 3-10 minutes. It's where we take every piece of ammunition collected throughout the call and use it to position our service as THE BEST "bridge" for them to reach their goals in the safest, fastest, and easiest way possible. This is the most important part of the entire sales call.

What We're Going To Cover

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Pitch Fundamentals

The pitch part of the call is where we transition from doing 20% of the talking to doing 80% of the talking for anywhere from 3-10 minutes (ideally).

It's where we take every piece of ammunition collected throughout the call and use it to craft a pitch that does one thing: **Positions Our service as THE BEST "BRIDGE" for them to reach their goals in the safest, fastest, and easiest way possible.**

- The most secure "bridge" for them to go from current → desired state
 - This is WHY we get all of this information prior to moving into this stage on what they tried, what they truly THINK they need, what limiting beliefs they have etc etc → so we can pre-handle all of that and put it in our pitch

Most common FLAWED way of pitching: Rushed transition, pull up presentation deck, show them your system, slap an ROI guarantee on the end of it and hope they buy from the guarantee alone not using ANY of the ammunition you collect in discovery.

- This still CAN work, but we're in a mass trust crash, all markets are sophisticated at a rate they never have before (due to ai, new competition etc etc...) - therefore trust is at an all time low, most people have been burnt, and we need every edge possible to get this person over the fence to get the sale
 - Usually the old way works if your offer TRUMPS how shit your sales process was
 - **for ex:** if you're selling a \$500 upfront, pay on results model, it doesn't matter how good you are at selling, the offer sells itself...

Now again, in order for us to position our solution as different, we must USE all the info we gathered in discovery (specifically in the doubt phase) to have the prospect throughout the pitch thinking "**this all makes sense, and I can now see exactly how this can help me get from current → desired state and WHY everything else I tried in the past didn't work**"

Dynamic Pitching

But Cameron, we're selling the same thing, how do we position it as different? Isn't that lying?

- No. Think about when you want to give a dog medication. When you want to give a dog medication, you don't immediately try and feed it the medication because it won't take the medication.
 - You get that medication and you wrap it in ham because you know dogs like ham, but you put the medication inside of it
 - You give the dog what it NEEDS but sell it on what it WANTS. The exact same principle applies here.



- A very common example of this that we all resonate with is most business owners think their problem is getting shitty leads from their marketing company. They've worked with multiple agencies before that got them bad results, and they almost always blame it on lead quality.
 - This is more probable in those prospects that have a lack of ability to take ownership. They've been with 10 different agencies, they think every other agency is the problem... (when somebody usually has 30 boyfriends in the span of a year. It's probably a them problem, not a boyfriend problem.)

The point is if we just go in and immediately try to call them out on the fact that it's a sales problem, they're immediately gonna single us out and put us in the same box as everyone else.

But if we sell them what they want to hear and give them what they need to hear on the back-end, we're able to simultaneously sell them while also reselling them on the new expectation (which we mainly focus on during the onboarding process)

Common Pitfalls

- 1. Thinking that the tactics will matter more than the fundamental principles**
 - It's NOT about the fancy names, benefits, uniqueness, how you anchor cost, future pace...etc etc - do not think calling facebook ads a "Proprietary lead magnet system" will make them wanna buy...
 - It's about giving a prospect complete clarity on what they need to get from point A to point B while at the same time explaining why they're stuck (and/or why things they've tried in the past haven't worked and therefore, how this will be different).
- 2. Sounded scripted**
 - If you read this word for word from a script, it's not going to work.
 - We want to script it, but it should be 100% natural (think of an actor)
 - Drill it til' it's burned into your brain.
- 3. Overcomplicating it**
 - Confused prospects don't buy
 - Don't overcomplicate it
 - Don't make it clunky / scripted
 - Remember: Simplicity is the ultimate form of sophistication
 - When in doubt: KISS (keep it stupid simple)
- 4. Spending a ton of time doing discovery only to not use any of it in the pitch**
 - The pitch is SUPPOSED to be dynamic, which means it'll slightly change from prospect to prospect
 - Most powerful line to use in the pitch is "**you know how you told me**"
- 5. Rambling onto the next pillar creating a 10 minute pitch with no breaks**
 - This creates information overload where the prospect zones out
 - A confused buyer never buys, leading to "think about it" objections
 - Need to break up each pillar with engagement
- 6. Asking repetitive "does that make sense?" questions**
 - Prospects answer "yes" and "no"
 - Need to use qualitative questions that require thoughtful responses

Core Structure

The Skeleton Framework

The “skeleton” framework is designed to prevent writer's block by creating an outline first. We break a pitch into 3 core components:

1. **High Level Promise:** Explains the final outcome of the program. Sells the result, not the features.
2. **2-5 Pillars:** Sequential steps to take prospect from Current → Desired state
 - Pillar 1: Quick Win - Provides immediate success
 - Pillar 2-3: Main Problem Solver - Where the Unique Mechanism is explained
 - Pillar 4: Future Problem Solver - Solves a problem prospect isn't aware of yet
3. **Delivery:** How you will deliver the 3-4 pillars - course content, call cadence, etc

1. The High Level Promise

This reminds the prospect it's not about the process it's about the RESULT

- **Purpose:**
 - Gets clients associated with the RESULT (not the process)
 - Raises certainty
 - Provides "tangibility" around the transformation
- **Key Elements:**
 - Specific in outcome in a specific time
 - 20 new patients/mo in 90-days...
 - Don't overthink this. It's valuable but not the most important part of the pitch.
- **Formula:**
 - Ok - let me preface this by saying that everything I do is all customized on what's best for the client. For you, specifically, it's gonna be 4 things. 4 steps for you to go from [current situation] to [desired situation] in [approximate time frame]. Cool?"

Example:

Ok - let me preface this by saying that everything I do is all customized on what's best for the clinic because it's not a one size fits all.

High level promise: *For you, specifically, it's gonna be 5 things. 5 steps for you to go from sub \$10k/mo to seeing 20+ new patients a month that are pre-sold on your high ticket treatment plans - within the next 90-days...*

Cool?

So look I'm more of a visual guy, figure you are too - Are you fine with me sharing my screen and running you through those steps? [OPEN UP MIRO BOARD]:"

2. The Pillars (The Bridge)

Your bridge is the 2-5 pillars that logically take your prospect from current situation to desired situation. It's how you deliver the transformation (The vehicle)

- **Key Elements:**
 - Builds a logical step by step process that gets your prospect saying "that makes perfect sense"
 - Is positioned as something new and unique
 - Simultaneous explanation of why they've failed in the past and why this is going to be different
 - Build certainty & future pace the prospect
 - Eliminates the "fear of success"
 - Can include fancy names and "unique mechanisms" but if that is forced and overdone it will backfire

Pillar Structure Guidelines:

- **Pillar #1: Quick Win** Include elements to give the client a quick win/result
 - Include "foundational" elements that NOT having would make everything else irrelevant or ineffective
 - The first element explains why what they tried previously didn't work
- **Pillar #2 & #3: Main Problem Solver**
 - Should flow in logical order from the first pillar
 - Often will solve the "core issue"
 - This is where you explain your Unique Mechanism
- **Pillar #4: Future Problem Solver**
 - Should eliminate "fear of success" (solve the next logical problem the clients have AFTER they solve the core problem)
 - This is typically a problem they aren't even aware of or not expecting which shows leadership and expertise

3. Delivery Explanation

After we tie down all the pillars, we'll give a brief explanation of how those pillars are fulfilled.

- **Key Elements:**
 - This is where you risk "getting into the weeds" keep it high level and benefit rich
 - Keep it very short - only say enough so that

- 1) you're setting proper expectations and
 - 2) it makes sense how it's delivered at a high level
- Be careful of saying anything that might trigger the "this is overwhelming / im confused" feeling
- Use to eliminate any objections/concerns

Example:

So to build all this stuff out and get you everything you need, it's going to take 7 days. Everything is all customized. So once you enroll, we'll give you some initial intake homework to complete. Once you're done with that I'm going to connect you with your marketing strategist for a 1o1 where you guys are going to map out your implementation pathway.

Which is basically..

- *The exact gameplan for the next 90 days*
- *Offers and structuring treatment plans*
- *Items I need you to take care of*
- *Items that I'll take care of for you*
- *How often we're going to meet*

And so on. Does that make sense?

Pillar Formulas

When crafting individual pillars, there's a set of formulas you can follow to build them out to nail down all the key points you need to cover. The 2 most common are benefit & problem linking.

Formula #1: Benefits

- **Structure:**
 - Feature → Logical Benefit → Emotional Benefit → (Optional: Consequence) → Tie down
- **When to Use:**
 - If most prospects you work with haven't tried anything in the past
 - For logical, analytical prospects
 - When you need a simple, straightforward approach

Example:

"Now the other piece that's equally important - is knowing your numbers and when it's time to scale...

*We set specific projections for what we expect to achieve, and every week you'll meet with your marketing strategist to review performance against projections and adjust strategy. - **Feature***

So instead of just hoping for the best, we'll tell you upfront: "Based on your \$3,000 average treatment plan and your current capacity, we're projecting a 4:1 ROI in month one, scaling to 6:1 by month three."

*The goal is simple: Put \$1 in, get \$5+ out consistently. - **Logical Benefit***

*Which will ultimately allow you to continue to grow your practice consistently without being stressed about if last month is gonna be as good as the next - **Emotional Benefit***

*Because the last thing you want is to finally have a system that works, only to scale it too fast and break it, or scale it too slow and leave money on the table. - **Consequence***

Does that make sense?

*How do you see this helping with new patient consistency as I know you said that was an issue for you previously?" - **Tie down***

Formula #2: Problems

- **Structure:**
 - Most of [target market] trips up on [mistake] → And because of that [reason why that mistake is a problem] → Which ultimately means [consequence] → So because of that, we do [solution/feature] → So that you can [benefit] → And ultimately [benefit of that benefit] → Tie down
- **Alternative Structure (Using Prospect Language):**
 - You know how you told me [problem] happened with your previous [provider]? → Yeah so we see this usually is an issue because of [root cause] → So what we do to prevent that from being a problem is [solution] → So that you can [benefit] → And ultimately [benefit of that benefit] → Tie down
- **When to Use:**
 - This is what I use the most, by far
 - When your market has tried a lot of things in the past (high levels of sophistication)
 - When you want to differentiate from previous bad experiences
 - Great because it's educational and anchors cost well
 - Easy to script and you can use it almost every time
 - Creates very good Us vs Them and/or New vs. Old frames

Example 1 - (What They Told You)

*"You know how you told me your last agency kept blaming poor results on your 'lead quality' and it was making you feel like you were the problem? - **Problem Setup***

*Yeah, so we see this all the time - most agencies do this because they're running the same generic campaigns for everyone, which attracts tire-kickers instead of qualified prospects, and when the campaigns don't work, it's easier to blame the client than take responsibility. - **Root Cause***

*So what we do to prevent that from being a problem is we build custom qualification funnels that pre-screen leads before they even get to you - **Solution/Feature***

*So that you only get people who are financially qualified and ready to buy - **Logical Benefit***

*Which means you'll actually close more deals instead of wasting time with people who were never going to purchase anyway. - **Emotional Benefit***

*Does that make sense?" - **Tie down***

Example 2 - (Market Mistake)

*"Most med spas are trying to compete on the same platforms as everyone else - Facebook, Instagram, Google - and they're all saying the same thing: 'We're the best, we have the latest technology, we have great results.' - **Market Mistake***

*The problem with that is you're just shouting from the crowd, and there's nothing that makes you stand out, which makes it very hard to build compelling marketing that's going to work. - **Why It's A Problem***

*What happens because of that is not only do you struggle to get leads, but when you do get them, they're price shopping because you haven't differentiated yourself from everyone else. - **Reason Problem Is A Problem***

*Which ultimately means you're stuck in a race to the bottom on pricing, working harder for less money, and constantly stressed about where your next patient is coming from. - **Ultimate Consequence***

*So instead, what we do is identify the specific platforms where your ideal patients are hanging out, and we create content that positions you as the obvious choice - **Feature***

*So that instead of competing with everyone else, you become the only option - **Logical Benefit***

*Which means you can charge premium prices and have patients coming to you instead of you chasing them. - **Emotional Benefit***

Make sense?" - Tie down

Using Prospect Language

This is not a separate pillar formula, but rather a best practice technique that can be applied to any of the 2 core formulas above to make them more powerful and personalized.

The most powerful line you can use during the pitch is “you know how you told me” because you’re using the prospects OWN words throughout the pitch to pre-handle all of their concerns, objections, and give them REASONS why what they did in the past did not work.

- **Structure:**

- You know how you told me... [logical pain]
- And it's making you feel...[emotional pain]
- Well what we do here is [deliverable/how it works]
- So that you can have [logical benefit]
- Which will allow you to [emotional benefit]
- Tie Down "Make sense?"
- (Optional: And the reason why this is so important is that [consequence of not having pillar])

- **When to Use:**

- When you have strong rapport and rich emotional ammunition from discovery
- When the prospect has given you specific language about their pain points
- Most powerful when you can use their exact words

Example:

"You know how you told me that even when people do book consultations, your show rate isn't where you want it to be and when they do show up, they're not really ready to commit to treatment plans and it's stressing you out? - pain

Well what we do here is we build you a fully optimized thank you page with a pre-call video and mini educational videos that build the know, like, and trust factor, educate them, and answer the most common objections and questions before they even come into the office. - Deliverable

We've seen this alone take show rates from 50% up to 70% from cold leads on paid ads... - Logical

Which will allow save you the time sitting in front of an empty chair and significantly reduce no shows, so you can work on the business instead of in it - Emotional

Do you see how this would save you time and prevent you from paying out your team when 50% of leads no show? - Tie down

Key Point: This technique works by taking any of the 2 pillar formulas (Benefit Linking, Problem Linking) and customizing the opening with their specific language and emotional triggers. It's the most powerful way to make any pillar feel completely personalized.

Persuasion Techniques

Intro-ing Each Pillar

What we do not want to do is just start each pillar as is. The reason for this is simple: people don't care about the features, they care about what the features do for them.

So when just listing out each 'pillar feature', we reduce the effectiveness of the outcome. It might seem that the prospect should visualize what the pitch pillars will solve for them. But sadly humans aren't that intelligent overall and focus too much on what you're saying, not what you're portraying.

The way we do this is simple, for every pillar step say a variation of the following:

- "So you remember how earlier you were saying you're currently struggling with _____ pain point? So what we do to solve that problem is..." (start pillar)
- "So every month XYZ problem lives on it's costing you _____ (insert cost from discovery). We're going to put a stop to that with..." (start pillar)

Outro-ing Each Pillar

Similar to the reason we need to intro each pillar, we want to outro each pillar.

What most closers do wrong when pitching:

- Ramble onto the next pillar creating a 10 minute pitch with no breaks where either the prospect zones out or isn't digestible and creates information overload. 'A confused buyer never buys' leading to think about it objections
- Ask repetitively "does that make sense?" or "any questions?" to which the prospect zombinely answers "yes" & "no"

So to make sure each pillar LANDS HOME with the prospect, we need to understand the two types of questions:

- **Quantitative Questions:** Binary questions - questions you can only answer yes or no to.
- **Qualitative Questions:** Questions that require explanation. You can not answer yes or no to it - it requires thoughtful sentences.

For ex:

- **Quantitative Question:** "Does that make sense?"
- **Qualitative Version:** "What are your thoughts on that?"

The reason we want to ask qualitative questions is simple:

- Gets the prospect involved instead of zoning out
- Makes it a consulting conversation instead of a pitch
- Creates the pocket where they sell themselves on it • You sell them → they sell you → you sell them → they sell you

List of Qualitative Questions to ask:

- What are your thoughts on this?
- How do you see this helping with XYZ problem?
- How could this solve the XYZ issue for yourself you mentioned earlier?
- How do you see this pillar affecting your life / biz? In what way specifically?
- You can even lead with a Quantitative and end with a Qualitative:
 - Do you feel this would help solve Problem? How specifically?

Creating Proprietary Methods

Take 1-2 of the pillars and create your own "IP"

For ex:

- Sales Funnel → Patient Profit Funnel™
- Facebook Ads → Aesthetic Model Ads™

Then leave the other ones "common sense" (yet obviously desirable)

For ex: Pipeline & Follow-Up Systems / Sales Team & Scaling

Pro Tip: Typically you want to "IP" the beginning elements that solve the core issue (and also where you have the most competition).

Do NOT overcomplicate this!!!

Example Pitches

Now we've covered the pitch creation fundamentals, let's go into some examples and break down how they work...

Medspa Pitch Example

Setup:

Ok - let me preface this by saying that everything I do is all customized on what's best for the clinic because it's not a one size fits all.

High level promise: For you, specifically, it's gonna be 5 things. 5 steps for you to go from inconsistent patient flow and sub \$10k/mo to seeing 20+ new patients a month that are pre-sold on your high ticket treatment plans to get you to \$50k/mo within the next 90-days...

Cool?

So look I'm more of a visual guy, figure you are too - Are you fine with me sharing my screen and running you through those steps? [OPEN UP MIRO BOARD]:"

Pillar 1 - Aesthetic Model Ads: #2

"So first thing we need to address before anything else, which is the elephant in the room.

And what this is, is the question of "why do so many agencies fail to deliver REAL clients and not just leads?"

Now the reason for that is the majority of agencies try to send you a large quantity of leads to prove they are fulfilling on their end.

But the problem is in order to do this, they need to run marketing campaigns that are promoting cheap offers that are focused on price only.

This then floods your front desk with "groupon shoppers" who never had an intention of paying for your high ticket treatment plans.

*And while this sometimes can work, with the majority of agencies running the same ads, the same offers, the same follow up - the same copy and paste stuff for everyone which ultimately means the people that are opting into their ads are just coming for the discount and/or forget they signed up 5 mins later - **Mistake***

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Instead what we do is run ads that we have 100% proof of concept on performance with - meaning instead of you trying to guess and test what's going to work best: we just take the frameworks and creatives that have proven to work with other 300+ aesthetic clinics and \$11 Million in new patient revenue and use them in your market

So we target people who have previously searched for liposuction, facelifts, skin tightening, "best surgeon in my area" Way I see it is - think of someone considering surgery. Are they typing in "cheapest surgeon in LOCATION?" - no right? They're looking for the one with the most credibility and authority.

*And the reason WHY we go after those people is because we KNOW they have money and are considering \$10,000+ procedures, they've already made the decision to commit - Then we position your \$3,000 treatments as the better, safer, more affordable alternative to surgery. - **Solution***

*So as a result you save hours every day chasing down leads, sitting and waiting for clients that never show up, and actually fill your calendar with high intent clients that commit to treatment plans and bring referrals. - **Benefit***

*Which means you can finally stop feeling like you're running a discount clinic and start feeling like the premium medical spa you became a Doctor to be. Does that make sense? - **Benefit of that benefit***

[SHOW EXAMPLE OF OUR ADS]

Does that make sense?

*What questions do you have on that, specifically? - **Tie down***

Pillar 2 - Patient Profit Funnel #2

*"You know how you told me you tried ads before and you ended up spending thousands that brought you the wrong type of clients? - **Mistake***

*Now here's what most agencies do wrong - they send everyone to a generic booking page with no qualification, and because of that, you get flooded with unqualified leads who waste your consultation time. - **Why that's a problem***

*So, once we get the first pillar down, what we do is run every lead through our Patient Profit Funnel. - **Solution/feature***

*So that way it's no longer a flip of a coin as to whether the patient coming into your office has the right expectations and is actually qualified... - **Benefit***

So the way we prevent that is by filtering out the Groupon tire-kickers by asking key qualification questions:

- *Age range and specific skin/body concerns*
- *Do you understand treatment plans require multiple sessions to see results?"*
- *Investment level expectations*

- Credit score - we want 650+ minimum

While also building the know like and trust factor around you & your brand by customizing this page to be also like your mini offer-specific website.

Again, this way, you know everyone on your books is financially and medically qualified, and they already know and trust you before they come in, which will allow you to sell more of the treatment plans that actually move the money needle. - **Benefit of that benefit**

Questions? Thoughts? Or are you ready to move on?" - **Tie down**

Pillar 3 - Patient Sales Team #2

"So the first two alone can get you at least 15-25% of leads qualifying themselves and scheduling an appointment. But even if you're doing 25%, that means 75% of the people that say they're interested - for one reason or another - don't book, right? - **Market Mistake**

And the reason I bring this up is because there was an MIT study done that showed from the 5th - 30th minute of someone signing up - the chance of you getting in contact with them goes down by 100x. And the same applies for consistency. People are 40% more likely to book on the 10th contact point in comparison to the 3rd. - **Why It's A Problem**

So the less you call and the slower you call - the less money you make. Most clinics are calling leads during business hours only, maybe 2-3 times max, and then they give up. - **Reason Problem Is A Problem**

Which ultimately means you're leaving thousands of dollars on the table every single month from people who were interested but just needed proper follow-up. - **Ultimate Consequence**

So this is where our teams really get hands on: We're placing our US based sales team to call, qualify + schedule all the leads for your office who all have direct experience in the aesthetics industry so nobody slips through the cracks. - **Solution/Feature**

So that you don't have to worry about leads falling through the cracks or your front desk being overwhelmed with follow-up calls - **Logical Benefit**

Which means you can focus on what you do best - treating patients - while we handle getting them in the door. And the best part is, our team knows the industry, so when patients ask about parking, providers, or specific treatments, they sound like they work right there in your office. - **Emotional Benefit**

So this is something I'd like to see you doing sooner rather than later because otherwise we're just leaving easy money on the table.

Know what I mean?

Anything else on that or you wanna move on?" - Tie down

Pillar 4 - Hammer Them Strategy #2

"Now once we have qualified leads booking appointments, we need to make sure they actually show up and are ready to buy when they walk in your door. - Market Mistake Setup

What most medspas do is they book them in, send out a few text reminders, maybe give them a call beforehand and leave it up to the patient to show, but the problem with that is you're missing the biggest opportunity to pre-sell them before they even walk through your door. - Mistake & Why It's a Mistake

What happens because of that is you get a 50-60% show rate instead of 80%+, and when they do show up, they're not educated about your treatments, they haven't built trust with you yet, and they're coming in cold which makes your consultation 10x harder. - Reason Problem Is A Problem

Which ultimately means you're working twice as hard to close half as many people, and you're constantly dealing with no-shows that mess up your schedule. - Ultimate Consequence

So what we do instead is systematically indoctrinate them to show and buy a high-ticket treatment plan through what we call our Hammer Them Strategy. - Solution/Feature

First we build you a fully optimized thank you page with a pre-call video and mini educational videos that build the know, like, and trust factor, educate them, and answer the most common objections and questions before they even come into the office.

Then we condition your Facebook pixel by only sending your BEST patients back to it. We developed a system called "pixel filtering" which allows us to speak directly to Facebook and send back the best patients that show and close, and TRAIN it overtime to remove the low quality patients from seeing your ads.

Then we retarget leads with educational content through our indoctrination campaign - answering questions, setting expectations, and overcoming objections before they come in to the office.

So that our average clinic has an 80% show rate instead of the 60% industry average, and 50% close rates on \$2,000+ treatments instead of the 20% industry average. - Logical Benefit

*Which means instead of feeling like you're always chasing patients and dealing with no-shows, you'll have a calendar full of pre-educated, pre-sold patients who are excited to move forward with treatment. - **Emotional Benefit***

Does that make sense?

*How do you see this helping with the show rate issues you mentioned earlier?" - **Tie down***

Pillar 5 - Scaling With Speed #2

*"Ok - so the final piece is scaling with speed. - **Future Problem Setup***

*Even with all this stuff in place, you're still going to have questions about how to maximize your revenue per patient, how to structure your packages, how to handle objections in consultations... And that's where most clinic owners get stuck because they don't have anyone to learn from who's actually built and scaled a medical spa business. - **Mistake & Why it's a Problem***

*What happens is you might be getting great leads and great show rates, but you're still only closing 20-30% because you don't have the consultation frameworks and package structures that convert at 50%+. - **Reason Problem Is A Problem***

*Which ultimately means you're leaving money on the table with every single patient that walks through your door, and you're working way harder than you need to for the revenue you're generating. - **Ultimate Consequence***

*So what we do is give you direct access to multi-seven-figure clinic owners who have exited for 8 and multi-8-figure valuations. These aren't just marketing coaches - these are people who have actually built and sold successful medical spa businesses. - **Solution/Feature***

You'll get our complete training library with package frameworks, sales scripts, consultation techniques - everything organized in one central location so you're not just getting leads, you're learning how to maximize the revenue from every patient that walks through your door and get you closing at 50%+ by just using the systems HUNDREDS of 7-figure medspas are using right now.

Plus, you'll have ongoing strategy calls with your dedicated marketing strategist to continuously optimize based on what's working across our entire client base of 323+ clinics.

*So that you know exactly what to say, when to say it, and how to structure your packages for maximum revenue per patient - **Logical Benefit***

Which means you can finally feel confident in your consultations and stop leaving money on the table with every patient interaction. Instead of wondering if you're doing things right, you'll have the exact playbook that's generated over \$50 million in treatment plan sales. - Emotional Benefit

Does that make sense?

What questions do you have about the consultation training specifically?" - Tie down

This is a wayy more advanced pitch than the typical one you may see, but this is what we ended up on as of now based on 20+ reiterations from analyzing sales calls & what was missing

You can see more examples of pitches here: [Five Complete Example Pitches](#)

Advanced Frameworks

Us vs Them Frame

The "us vs. them" frame in sales is a marketing and persuasion strategy where a company or brand positions itself in direct contrast to its competitors, often highlighting differences in values, performance, quality, or philosophy.

Examples:

- You actually were in their field of work prior.
 - **For ex:** you were a past contractor now running an agency doing lead generation for contractors.
 - Us vs Them Frame: Blue Collar vs Nerdy Marketers who don't understand the difficulties of being a contractor.
- You provide Booked Calls NOT Leads:
 - **Us vs Them Frame:** Every other agency is lazy and just brings you leads telling you to do all the work and if the leads are shit and don't book calls - it's your problem not them. Instead we put our money where our mouth is and reach out to the leads ourselves and turn them to booked calls, only delivering you the final result of what you're really wanting.

New vs Old Frame

This frame positions your solution as the "new way" of doing things versus the "old way" that everyone else is still using. Remember that NEW is always better than BETTER...

Structure:

- Old way: [Describe the outdated approach]
- Problems with old way: [Explain why it doesn't work]
- New way: [Introduce your approach]
- Benefits of new way: [Show why it's better]

Great Frames for Saturated Markets

For saturated markets such as fitness, agencies, etc:

Structure:

- Pillar Name
 - Here's the problem
 - Reason why the problem is a problem
 - The consequences associated with that problem
 - So what we do... (this explains why it's better, it's different, why it's special) - your unique mechanism
 - This gives you benefit
 - Benefit of that benefit
 - Repeat as needed for as many benefits it gives
 - Show case study of someone making success from this promise

Cost Anchoring Techniques

MIT Study Reference: "And the reason I bring this up is because there was an MIT study done that showed from the 5th - 30th minute of someone signing up - chance of you getting in contact w/ them goes down by 100x. And the same applies for consistency. People are 40% more likely to book on the 10th contact point in comparison to the 3rd. So the less you call and the slower you call - the less money you make"

ROI Tracking Analogy: "Random question - have you ever been on a diet before? Me too ahahah I pretty much live on one. Now the reason I ask is because when you're on a diet if you don't weigh yourself, you don't track your calories - you can eat lettuce all day but you have no idea if you're moving in the right direction right? Same applies here - most clinic owners run ads, generate leads - but when I ask them what their ROI is, they have absolutely no idea even though these numbers literally tell you if you can scale your spend and make way more money."

Implementation Guide

We've gone through A LOT in this training, the next step for you to take is to start crafting your pitch...

Now lucky for you AI can get you 90% of the way there, follow the steps outlined in the video in order to so and broken down below:

Pitch Creation Process

1. Complete this document in full and be as detailed as possible
 - o **PITCH CREATION WORKSHEET**
 - Example: **EXAMPLE - Market Research (Pinpoint Scaling)**
2. Go to your AI tool of choice (I use [Manus](#))
3. Feed it all your company identity documents
 - o Offer creation worksheet
 - o All additional resources on your offer
 - Watch our using Manus training for more help on this
4. Feed it all the resources in this drive
 - o **Pitch Creation**

From here make manual adjustments, AI will get you the majority of the way there but you'll still need to spend some time manually refining your pitch, which partly will come from testing it out on a handful of calls and seeing which points don't flow right or resonate.

Practice and Memorization

- When you're on calls, you SHOULD NOT have to read word for word
 - o You should be able to just look at first few words and know the rest
 - o Be able to "on the fly" tailor it to prospect situation
 - o Practice OUT LOUD dozens of times
- Rewrite it to be in your own dialect
 - o Think of it like an actor - know the script but bring it to life with emotion and authenticity

Quality Control Checklist

Before finalizing any pitch, ensure:

- Written in your direct speaking style
- Includes personal stories and examples
- Addresses common questions throughout content
- Stays focused on module's specific purpose
- Integrates with other program modules
- Includes actionable implementation steps
- Uses proper qualitative questions for engagement
- Incorporates discovery ammunition effectively
- Creates clear differentiation from competitors
- Builds logical progression from current to desired state

In the next video I'll be showing you how to put this into practice by showing you a breakdown of an example pitch.