

HIGH-TICKET DISCOVERY & ENROLLMENT ROADMAP

Client Name: _____ Date: _____ Primary Goal: _____ Gap Score (1-10): _____

SECTION 1: THE "GAP" ASSESSMENT (Rapport & Discovery)

To be completed with the client to identify the distance between their current state and their goals.

Current Symptoms & Impact: - [] Symptom 1: _____ Impact (Work/Life): _____ - [] Symptom 2: _____ Impact (Work/Life): _____ - [] Symptom 3: _____ Impact (Work/Life): _____

The Cost of Inaction: *If these symptoms are not addressed today, where will your health and career be in 12 months?*

SECTION 2: ROOT CAUSE CLUES (The "Why")

Based on the intake, check the functional systems that require deep-dive investigation.

Functional System	Clinical Clues (e.g., Brain Fog, Insomnia)	Priority
HPA-Axis / Stress	_____	<input type="checkbox"/>
Gut-Brain Connection	_____	<input type="checkbox"/>
Metabolic / Hormonal	_____	<input type="checkbox"/>
Nutrient Architecture	_____	<input type="checkbox"/>

SECTION 3: THE 90-DAY RESTORATION PROTOCOL

Outline the high-ticket package structure (\$2,500 - \$3,500+ value).

Phase 1: Deep-Dive Testing (Days 1-30) * [] Functional Lab Kit Delivery * [] Clinical Architecture Review

Phase 2: Targeted Intervention (Days 31-60) * [] Custom Bio-Individual Protocol * [] Bi-Weekly Executive Coaching Sessions

Phase 3: Integration & Edge Restoration (Days 61-90) * [] Metabolic Optimization * [] Long-term Maintenance Strategy

SECTION 4: INVESTMENT & COMMITMENT

The Investment: * [] **Option A:** Full Enrollment (One-time payment: \$_) * [] **Option B:** *Monthly Installment Plan (3 payments of \$_)*

Objection Handling Reflection (Coach Internal Use): *If the client hesitates, identify the underlying fear:* - [] Financial (Fear of loss) - [] Authority (Need to consult spouse) - [] Certainty (Fear it won't work for them)

Client Reflection/Question: "On a scale of 1-10, how ready are you to close the gap between your current health and your metabolic edge?" **Score:** _____

NEXT STEPS:

1. [] Process initial deposit/payment.
 2. [] Send Functional Lab Kits.
 3. [] Schedule Deep-Dive Clinical Interview (Date: _____).
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HOW TO USE THIS TOOL:

1. **Phases 1 & 2:** Use these during the first 20 minutes of your call to build the "Gap." When the client sees their symptoms linked to functional systems (HPA-axis, etc.), your authority increases.
 2. **Phase 3:** Present this as the "Map." High-ticket clients like Diane buy certainty. This section proves you have a plan.
 3. **Phase 4:** Use the "Assumptive Close." Ask which payment option works best rather than asking *if* they want to join.
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