



5 R's: Making the Offer

- RECAP: the conversation
- RESTATE: the problems
- RECOMMEND: solutions to those problems
- RESULTS: define the outcomes of the program
- REVENUE: make the ask and collect payment

Exercise

1. List the main features of your services
2. Identify the key outcomes expected
3. What are the steps of the process

Features	Outcome	Delivery

What is the walk away of your program? _____

What did they come for?	
What will they be able to do as a result?	
What can you commit to delivering?	

- “What is the number 1 result needed to make this worth your time money and effort?”
- “What will ‘xyz result’ allow you to do that you cannot do now?” (focusing on the results they have expressed challenge with) [ie; financial stability, confidence in negotiations, tax savings.]
- “What interests you most about what I shared?”
- *you need to be clear about **their** primary needs NOT **your** favorite parts. You may only need to share one key component – resist the urge to oversell*

- RECAP: “This is what I am hearing from you...” {SILENCE}
- RESTATE: “These are your key challenges as I see them...” {SILENCE}
- RECOMMEND: “Here’s what I suggest you do about that...” {SILENCE}
- RESULTS: “These are the key results you will gain working with me...” {SILENCE}
- REVENUE: “Here’s the investment, how would you like to proceed?” {SILENCE}