



The Packages Training

I. Review of how the packages model works:

In the first stage of your business, you begin with your free level, and everything on that level is designed to get people into a 1-on-1 Discovery Session. Even getting them on your list is really simply a tool to get them into a Discovery Session, sooner or later.

In the Discovery Session, when you get to the part where you make your offer, is when you present your packages. All of you here today are using the Intensive/VIP Day/Platinum model, which is the most successful model in the industry right now.

II. Ok, let's start with what to put in a values based platinum program. You've all sent me your ideas for what you'd like to have in your Platinum programs, so I'm just going to go over some things to help you polish those up and refine them.

1. Bonuses

- a. Clients perceive more value
- b. Carve out your bonuses from your package
- c. Enhance the perceived value by:
 - putting a dollar amount on each bonus
 - make sure people can't get it anywhere else

2. Guarantees

- a. **Performance** guarantee: "I promise you'll learn how to . . ."
- b. **Results** guarantee: "I promise if you do X, then Y will happen."
- c. **Value guarantee**: "If you don't believe this program is worth every penny you spent I'll . . ."
- d. *Using a Value guarantee with a coaching program:*



- They rarely take you up on it, and it gets a LOT of clients. Helps them overcome doubt and take the leap, *if needed*.
- Never offer them their money back after they've completed the program:
 - o 6 month programs, 30 days in.
 - o VIP days, at the first break.
 - o Seminar series, after the 1st or 2nd teleclass, depending on how long.
- Make sure part of the requirement is they make the effort to resolve any issues first.
- It is a bit riskier with private coaching programs.

Use a contract and spell it out in detail in your contract
Example (Change to black ink for your contract):

"If at the end of the fourth session the Client is not satisfied, and feels that he or she has received no value from the coaching, he or she will submit a request in writing (letter or email) for a full refund, which will be honored immediately. This money back guarantee is limited to the end of the fourth session only, and the client must have informed the Coach of his/her concern by the third session or sooner, and have done his/her best to work with the Coach to correct the situation."

- e. *To reduce the risk of people requesting refunds* Notice any clues that a client may not be happy. Take care of their issues immediately.
 - If a problem does come up, have a conversation with your client to find out what it will take for them to be more than satisfied.
 - Create specific milestones during the program to take your client's "satisfaction temperature."



- Do things to make your program "sticky" to prevent buyers remorse.
- Let them know it's coming right out of your pocket, you aren't Coca-Cola: *"I guarantee I will personally refund your money out of my own pocket."*
- *Be the type of client you want to have. The law of attraction is non-relenting. If you don't want others asking for refunds, then don't ask for refunds yourself.*

Own your results and take responsibility for doing whatever you need to do to get value out of a program. Re-frame your perspective to find the value if needed.

The only exception is if a program truly flops completely and it's painfully obvious the person did not deliver.

- f. *What to do if they do ask for their money back.*
- Avoid being defensive or blaming the client
 - Be perfectly willing to honor your guarantee. Maintain the attitude that you want them to be happy, no matter what.
 - Do your best to resolve the issue and see if you can make them happy without the refund, while maintaining if you can't, you'll absolutely refund it.
 - Ask them for feedback that will help you create a more positive experience for others in the future.