BUSINESS MARKET COACH PROGRAM

TEACHING AGENTS AND ADVISORS HOW TO TARGET BUSINESS OWNERS

WHAT IS THE PROGRAM?

WE WANT TO TEACH YOU HOW TO CALL ALL THE RIGHT PLAYS.

The program was built for experienced financial professionals looking to win big in the business owner market. Learn a proven game plan that helps business owners avoid 4 causes of failure.

Get proven play-by-plays to win over more clients. Learn how to effectively spend just 2 hours over 2 weeks to deliver a 'Destiny' Game Plan to satisfy Business Owners.

HUDDLE UP WITH COACH PERRONE

No more armchair quarterbacking. Get in the game with one of the winningest veteran coaches in the business.

THOMAS J PERRONE, CLU, CIC,
Author, Podcast Host, Consultant

Creator of The One-Page Solution and the WGT Business Planning System

THE LESSON TOPICS

LESSON 1: Philosophy Business Insurance.

LESSON 2: The approach – pulling not pushing!

LESSON 3: The S.P.E.K. Areas of planning.

LESSON 4: Utilizing the survey assessment tool and interviewing.

LESSON 5: The planning system (GWT planning system) - this system Is designed to save you and your client time.

LESSON 6: The discovery and presentation of findings – the implementation of your solutions!

LESSON 7: The team approach-the power of a team!

LESSON 8: The semi review and annual review system.

LESSON 9: The proprietary proposal system

LESSON 10: Ongoing prospecting- filing the pipeline using direct response marketing, introduction approaches, and the Washington Letter ™.

LESSON 10: Using ongoing video education for your prospect to educate your client and save time for yourself.

LESSON 12: Monitoring and helping you continually build-coaching and contributing.

READ ON TO REVIEW THE LESSON PLANS

LESSONS FOR BUSINESS OWNERS

BEFORE YOU REVIEW THE LESSON PLANS, WATCH TOM'S MESSAGE

WATCH TOM'S VIDEO

12 LESSONS FOR BUSINESS OWNERS

This is an educational process. It allows your client to self-educate and learn why they are planning, the pitfalls of the past, and the process that will be used. It will help them define the areas of planning they want to work on creating "their owner agenda".

The Blueprint system creates the client's agenda. The client is given a system based on four 20-minute videos and two forms to complete that take about 15 minutes. Usually, they complete this project in 2-3 weeks. This is self-study program.

THE LESSON PLAN

LESSON 1:

Philosophy Business Insurance.
Mentally, what it takes. The good, the bad, and the ugly. Tipping the scale your way! Getting in their head. Defining the ideal prospect.

LESSON 2:

The approach – pulling not pushing!
The approach: psychological. Using emotional-based marketing to find the 'what, where, why, how, and when.' Our goal is getting permission for introductions.

LESSON 3:

The S.P.E.K. Areas of planning.
Areas of planning S.P.E.K. The approach preparation and how the prospecting table Is used to create client anxiety to do something to fix their issues. Working on the different approaches and getting permission for introductions.

This is an ACTION LESSON. Course attendees will start to approach their ideal prospects, using the approaches discussed. This can also lead to a one-on-one call to discuss the approach with me.

LESSON 4:

Utilizing the survey assessment tool and interviewing. Utilizing the survey assessment tool and interviewing. The assessment tool defines where your prospect is coming from and where they want to go. Besides becoming the agenda for discussion, it does three things:

1. Helps them understand what you do.
2. Defines where they are today in their planning.
3. Helps them formulate questions for the future.

LESSON 5:

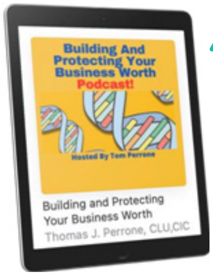
The GWT Planning System
This system is designed to save you and your client time. Clients can plan their estate and business in four hours.

THE GWT PLANNING SYSTEM WORKS. Tom explains his system where business owners can plan their business and estate in 2 hours or less.

THE SYSTEM WORKS

LESSON 6:

The discovery and presentation of findings – the implementation of your solutions! This area defines what the problems, are what the current issue is, the challenges, and solutions.



This is our "ONE PAGE PLANNING SOLUTION". This system makes it easy for your client to understand the issues being discussed.

LESSON 7:

The team approach-the power of a team! The power of being on a team of professionals is one of the greatest leverages you can have working with business owners. I will discuss the magic of having a team. You create confidence in your prospect of being able to provide services that will be needed in the future.

LESSON 8:

The semi review and annual review system. The automatic review system re-establishes the ongoing review of the Blueprints that still need to be discussed and planned. This is an automatic review. The system is set in motion without any future thought. The farming of continual information between reviews keeps the client engaged.

LESSON 9:

The proprietary proposal system. By simplifying your solution to a few pages, you increase the likelihood of your client's understanding of your insurance solution. The proposal only takes a few minutes to prepare. It will produce a narrative page along with supporting illustration pages. In most cases, it will use a video to present the plan. By doing it this way, our clients can have a greater understanding and the time to digest the material. It also saves you a great amount of time.

LESSON 10:

Ongoing prospecting- filing the pipeline using direct response marketing, introduction approaches, and the Washington Letter ™. There are several ways to pull prospects towards you with an interest in particular areas. I have tools such as a published book, "Unlocking Your Business DNA", a Podcast show, "Building and Protecting Your Business Worth", an extensive blog, eBooks, White papers, a Video library with over 100 topics, a series of Emotional Direct Response letters, many auto-responders farming with "call for actions" and a great follow up system, all set up on automatic pilot. **These are the tools needed to pull your ideal client to you.**

LESSON 11:

Using ongoing video education for your prospect to educate your client and save time for yourself. Use podcasts and 3rd party influences to make your point. In my book, I talk about working only 80 days a year to produce substantial business. I share these systems with my team members.

YOUR PARTNER DIED LAST NIGHT - NOW WHAT?

WATCH THE VIDEO

LESSON 12:

Monitoring and helping you continually build-coaching and contributing. This is the team approach for those students who wish to work with me. **I call them "teammates" because everyone contributes as a team.**

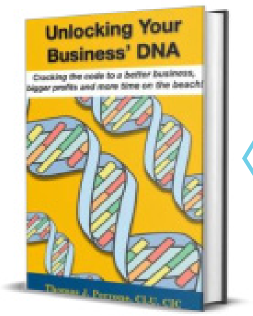
Teammates have access to my resources such as my tools, ideas, my contacts; such as tax attorneys, appraisers, business brokers, growth specialists, accountants, and proprietary tools.

MORE RESOURCES & INFORMATION

ASK THE RIGHT QUESTIONS. BOOK MORE APPOINTMENTS. CLOSE BIGGER DEALS.

LISTEN TO THE "YOUR BUSINESS WORTH" PODCAST

The podcast will share ideas of how to unlock your "Business DNA", creating more efficient business decisions, leisure time, and more fun in your business.



CONTACT KEITH OR JOSH FOR YOUR FREE COPY OF TOM'S BOOK, "UNLOCKING YOUR BUSINESS DNA"

WATCH THE "JFK ERA" BENEFITS VIDEO

Learn about: Executive compensation plans have been around for a long time this benefit creative massive wealth for the 'JFK era' business owners. It is still around...

WATCH THE AVOIDING BUSINESS FAILURE VIDEO

Learn about: Avoiding business failure by using the GWT business planning system. The plan for details, without it, chances are you will have a failed business and also never be able to sell your business. Introduce the GWT business planning...

WANT MORE INFO?

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