



# A CONCIERGE PROGRAM TO BEAT ALL SALES TACTICS

#407 - PRESENTED BY: BILLY POLSON & THE BUSINESS MOVEMENT™

Your potential customers don't want to be sold to; they want to feel inspired, special, and well taken care of from the moment they encounter your brand. Learn how to develop and streamline your own custom, new client "Concierge Program" that redefines your marketing, initial interactions, matchmaker process, and community integration practices in order to immediately connect with clients in a genuine way, boost your acquisition rate, and outperform greasy sales tactics every time.

## BRANDING + MARKETING

### GENEROUSLY SHARE YOUR KNOWLEDGE

- Creative 'Slow Cooker' Marketing
- Concierge Style Opt Ins

### A CONNECTED, SERVICE FOCUSED VIBE

- Photos + Videos
- Optimizing Social Proof
- Trainer + Coach Bios

## INTAKE + 1ST CONTACT

### HIRE A CONCIERGE TEAM

### THE CONCIERGE NEW CLIENT PROCESS

- Forms
- Communication
- Personalized Templates
- Automated Scheduling

# CONSULT + INTERVIEW

## THE CONCIERGE CONSULTATION SESSION

- The Ultimate Product + Experience

- Roadblock Elimination

- Your Elevator Pitch

- Your Products + Services Menu

- Solution Based Recommendations

- The Follow Up

# WELCOME + ONBOARDING

- Your Starter's Guide

- The Ultimate 'Day One'

- The Concierge Assessment

- THE 'BIG Welcome'