

CHECKLIST FOR A POWERFUL BOSS TALK

- Have a confident **SMILE** walking into the building.
- **SET UP** your materials in the conference room. (Have an assistant/receptionist show you the way.)
- Find the boss and **THANK** him/her for having you in.
- Hand him/her the **WORKSHOP OUTLINE**.
- Hand him/her your **INTRO** and prep the manager for how to introduce you.
- Walk him/her through the outline and bring up speedbumps, recapping the pain points.
*****Do not move on until the boss is feeling the pain again!*****
- Hand him/her the **TPE FLYER**. Solve the pain with coaching.
- Hand him/her the **TPE, ME, EE TABLE OF CONTENTS** and explain how they will hear a lot of great ideas today, but the program is where they actually learn it and make it habit.
- Show relevant **TESTIMONIAL LETTERS**.
- Have the mindset that this is the beginning of a long-term **RELATIONSHIP**.
- Prepare the boss on how to **WRAP UP** the meeting: "I brought in a typed intro, but more important is how we wrap up this workshop together as a team."
- Share the **BEST-CASE** and **WORST-CASE SCENARIOS**.
- *****Cover any objections in advance by bringing up a story of when it did happen.*****
- Build him/her up to be the hero. Tell him/her that his/her people really need him/her to be **POWERFUL**, to lead by example.
- **SIGN UP** the manager right then and there if possible. If unable to sign up the manager right then, **COMMIT** the boss to being the first one to sign up at the close of the workshop. (If he/she is not committed to signing up, then make sure he/she will not say he/she is "considering it.")
- If financial support has not been solidified, hand him/her the **COMPANY PARTICIPATION EXAMPLES**. Solidify **FINANCIAL SUPPORT** discussed in the VCS call.
*****Do not move on until it is clear.*****
- If the company is doing any type of financial support, complete the **MASTER AGREEMENT** together.
- Hand him/her an **ENROLLMENT FORM**. Walk through each step of the **CLOSE**.
- Make sure the boss truly understands their role: "Do you have any **QUESTIONS**?" "Do you understand exactly what you are going to do?"
- **WRAP UP** the boss talk on a high note. Say: "Are you ready to rock-and-roll?"

MATERIALS NEEDED

(In Order):

- Workshop Outline
- Your Introduction
- TPE Flyer
- TPE, ME, EE Table of Contents
- Testimonial Letters
- Company Participation Examples
- Enrollment Form
- Master Agreement