



Business Success Solution

Step Into Your Greatness

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Renewal Conversation

When utilizing this guide, sections that are in **brackets and bold** are [areas where you insert your language] to make this conversation your own.

Opening / Set the Intention

Thanks for meeting with me today. We're going to focus on where things were when we first started working together, where you are now and then discuss where we might want to go from here.

Celebrate the Success

Tell me what you've noticed from our work together.

Because of our work together, what's changed for you?

What specific opportunities were able to take advantage?

What do you feel is the most important thing that's happened for you and your business this past year?

How did we exceed your expectations? Fantastic!

Future Successes and Possibilities

From where things are right now, what do you believe is possible from HERE?

That's exciting. Tell me more about your vision.

Tap into the New Challenge

What do you want most during this next year?

Do you feel you have the resources at hand for that to happen for you?

Because we created a solid foundation, now let's build on what we have already accomplished.

Explore the new hope

Why is this important to you?

How would things continue to progress if we accomplished [insert an outcome they stated]? From what you're telling me, it's advancing the work you've already done.

Imagine how much further you're going to go this year. You've achieved more than you expected. Now it's time to continue forward.

Imagine New Possibilities Together

How could you tell if our work together was successful?

What would change once we successfully achieve these things?

How would this impact other parts of your life? Income? Family? Self?

Offer a Solution

Where do you need support?

How do you think I can help?

Let's discuss which package is best for you.

Here's what I believe is the best way to **[insert outcome & brief explanation of process]**. I think this is the level for you, because of **[xyz – explain why this option is best for achieving their goals]**.

When I say that, how does it feel? **[Get quiet. Let them formulate an answer.]**

Do you have any questions?

Acknowledge Their Decision to Renew

Congratulations on your decision to do this. It's important to commit. I need to know you are going to be accountable to YOURSELF for the commitment you're making today.

Here's what we need to move forward. Let's set up our next appointment and this is what I need from you. **[Clearly let them know what they need to do to prepare]**.

Once again, congratulations. I'm excited to partner with you and achieve the things we talked about.

If Objections Arise (Use only if necessary)

Is this something you want to do? What questions do you have? Since we're talking now, I'd like to answer them for you.

[cash flow objection] Is this a cash flow issue? I don't offer monthly payments; however, would some payments help?

[needs to speak with a partner/spouse] Sure, when can you talk to your partner/spouse? Since your partner/spouse wasn't part of this conversation, what concerns do you think will be raised? Let's discuss how to best answer those questions.

Let's set a time to check in **[schedule a follow up conversation within the next 1 to 3 business days]**. This special renewal rate is available for the next 7 days. If you need more time, then it will be at the full price.