

## 8 Steps to a Clear Vision and Action Plan

	Strategy	Full Out
Goal definition and start up meeting	✓	✓
Definition of different target groups / Avatars		✓
Priority of the clients		✓
Action plan		✓
Marketing		✓
Arguments		✓
Audio logo		✓
To sell a meeting on the phone		✓
Objections		
Sales budget		
Presentations		
Handling the price		
Negotiation		
Be – do - have		
Low sale – up sale –cross sale		
Testimonials		
Defining "now" and "then"	✓	✓
Challenges and opportunities in the SWOT analyze	✓	✓
Values for the company	✓	✓
Timeline	✓	✓
What need to be done	✓	✓
Action plan in a individual level.	✓	✓
Responsibility, deadlines and tasks	✓	✓
Kick start meeting 2 hours		
Defining your now, goals, challenges, product and time schedule		✓
Common meeting with a client		2x
Coaching in 1:1 meeting		8x
Coaching on the phone meeting		8x
Taylor made group session 3 hours	3x	3x

The strategy sessions is for businesses who need to get together for putting up their vision, defining problems and solutions and bringing all the tasks down to a personal and common action plan.

Combining business strategy and sells coaching for maximum results.