



# ADVANCED **GROWTH**

Workshop **Participation** Guide

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**DAY 3** | Growth, Strategy and Tactics

# AGENDA

SUBJECT	PAGE
Keynote: It isn't Easy, But It's Worth It	
Navigating Objections	1
Roleplays!	2
Post-Call Planning and Coaching	4
Plan Your Next Steps	4

**GET READY TO OVERCOME APATHY, HESITATION, AND OBJECTIONS**

Describe each of the three levels of a “NO”:

**1. Apathy**

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**2. Hesitation**

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**3. Objection**

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Expand on the four steps when overcoming apathy, hesitation, and objections with your referral source:

**1. The instant reverse (Make it ok)**

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**2. Feel (Respond with empathy)**

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**3. Felt (Let them know they aren't alone)**

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**4. Found (Bring them back to the solution)**

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**Activity:****Group activity:**

Each group will pick two objections from the list and spend ten minutes deciding how you will handle the objection

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**AFTER THE CALL****Discussion:**

After the call self-coaching is a critical step that you must take. Expand on the three questions that will assist with your self-coaching post call.

**1.** How do you feel about the call?

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**2.** What did you do right?

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**3.** What could you have done better?

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**POST-CALL PLANNING****Discussion:**

Describe what post-call planning would entail.

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**PLAN YOUR NEXT STEPS**

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We hope your growth journey shines bright every day!

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