



ADVANCED **GROWTH**

Workshop **Participation** Guide

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

2. Hesitation

3. Objection

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

1. The instant reverse (Make it ok)

2. Feel (Respond with empathy)

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

4. Found (Bring them back to the solution)

**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?

2. What did you do right?

3. What could you have done better?



POST-CALL PLANNING

Discussion:

Describe what post-call planning would entail.

PLAN YOUR NEXT STEPS

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We hope your growth journey shines bright every day!

