

# **HEOB**

Selling High-End, Outcome-Based Programs

Robert Middleton - Action Plan Marketing

Let's  
Review the  
**HEOB**  
Marketing  
Process



FOUNDATION



HEOB CONCEPT



HEOB STRUCTURE

## Action Plan Marketing

marketing free stuff

marketing programs

marketing coaching, etc.

marketing advanced

mastery overview ▶

mastery program ▶

apm certification ▶

### Action Plan Marketing Mastery and Certification Programs



"When I enrolled in Robert's Marketing Action Group course I was excited and

**skeptical at the same time.** I didn't doubt the information or Robert's ability to teach it, I doubted whether I, a self-confessed book worm, introvert and recovering perfectionist, would actually DO the stuff Robert suggested. I went in with no website, no marketing material, and almost no clients. **I now have a website, impressive marketing materials, confidence to speak about my business and most**

### Marketing Mastery Program

The Marketing Mastery Program is for Independent Professionals who have the following qualifications:

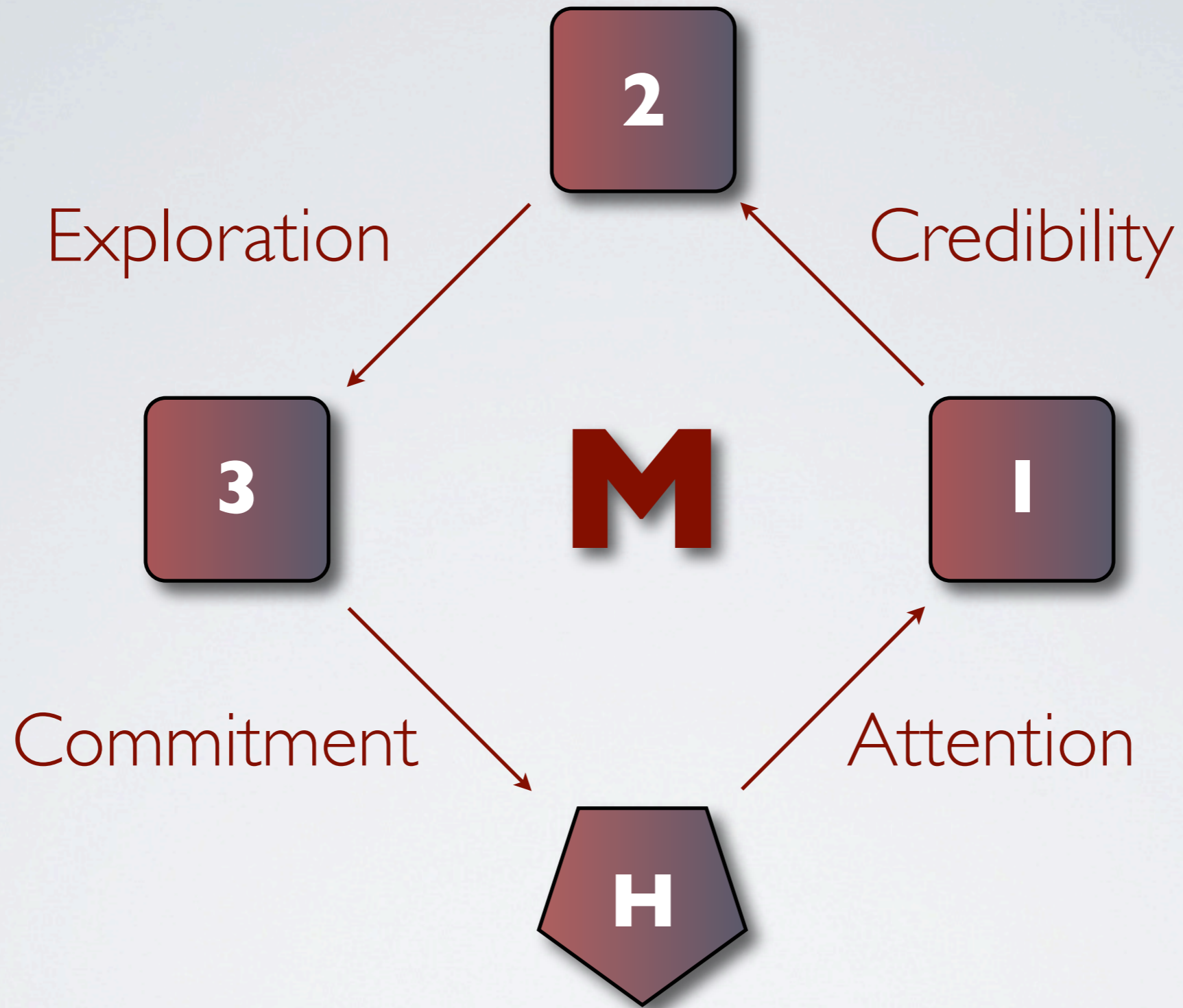
- You already have **substantial success** in your business
- You are committed to making a **measurable contribution** to your clients
- You want to **dramatically increase** your income/success
- You want to **leave a legacy** with your business

The Marketing Mastery Program is a **one-year program** conducted with a small group (8 to 12) of high-level professionals who are looking for the next level of marketing tools, hands-on coaching and peer support.

# INFORMATION PAGE



# MARKETING ACTIVITIES



# MARKETING CAMPAIGN



GETTING TO 2ND BASE

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## Second Base =

- ✓ Exploration
- ✓ Sales Appointment
- ✓ Selling Conversation
- ✓ Strategy Session

GETTING TO 2ND BASE



OFFER A STRATEGY SESSION

- ✓ Give it a Name
- ✓ Position as a Valuable Service
- ✓ Offer it on Your Information Page
- ✓ Offer it by Follow-Up Email
- ✓ Requires Application or Questionnaire

OFFER A STRATEGY SESSION



AN IDEAL SESSION

✓ Under Favorable Conditions

✓ With a Qualified Prospect

✓ Knows About HEOB

✓ Can Afford HEOB

✓ Prepared to Take Action

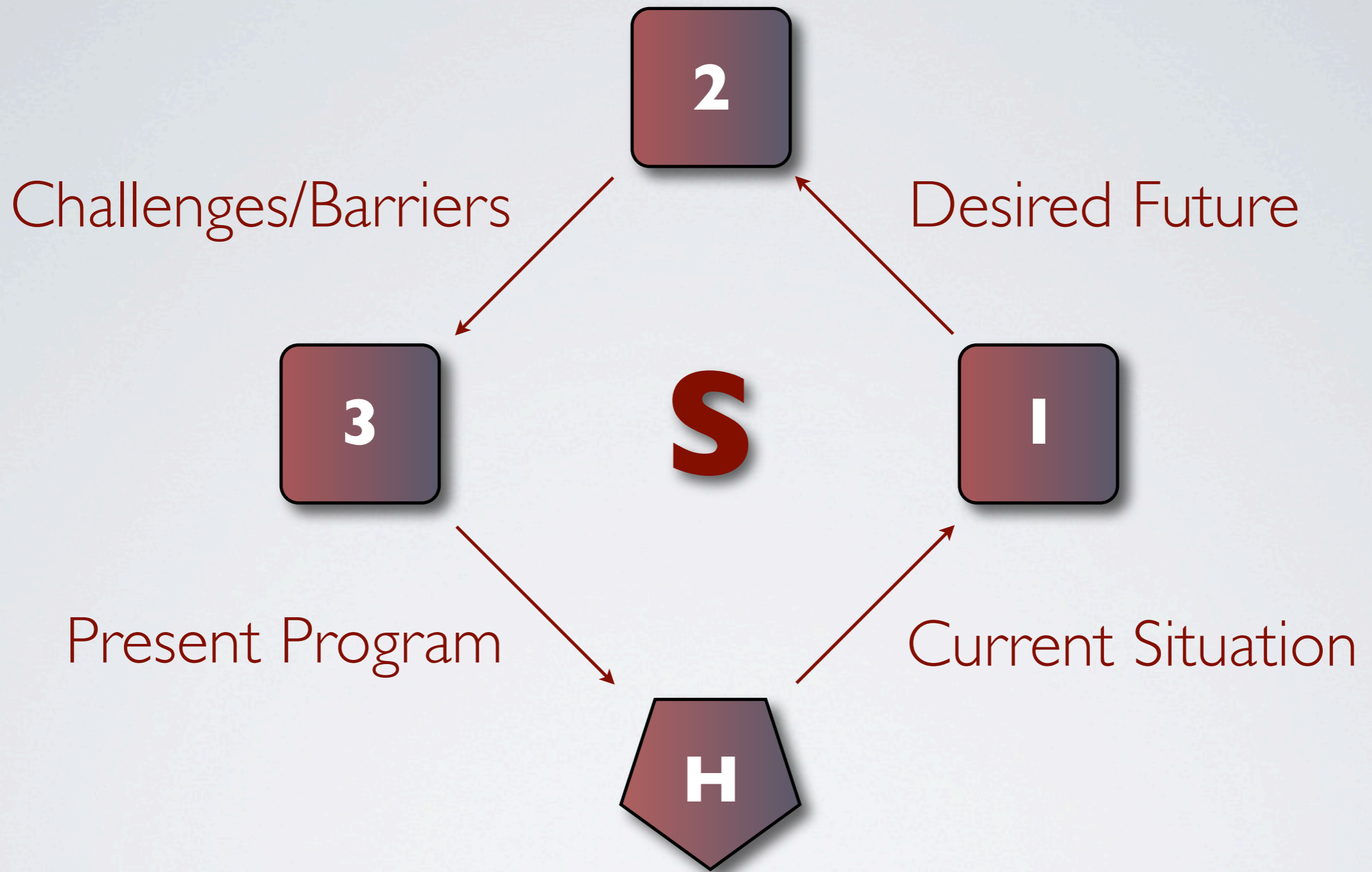
AN IDEAL SESSION



# A STRATEGY SESSION

- ✓ Offers Real Value
- ✓ Provides Clarity and Focus
- ✓ Uncovers Barriers & Challenges
- ✓ Determines if There Is a Match
- ✓ Does Not Give Away a Free Session

A STRATEGY SESSION



# STRATEGY SESSION PROCESS

✓ Where are You Right Now?

✓ What's Working?

✓ What's Not Working

✓ What's Important to you?

CURRENT SITUATION

- ✓ What do You Want to Achieve?
  - ✓ Ask for Specifics
  - ✓ What Else do You Want?
- ✓ Why are These Important to You?

DESIRED FUTURE

✓ What's Getting in the Way?

✓ What Stops You?

✓ Is That OK With You?

✓ Implications of Being Stopped?

CHALLENGES/BARRIERS

- ✓ The Purpose of the Program
- ✓ The Benefits of the Program
- ✓ The Structure of the Program
- ✓ Questions About the Program

PRESENT PROGRAM

- ✓ Is this something you want to do?
- ✓ Tell me why you want to do it.
- ✓ The fee for the Program is...
- ✓ Does that fit your budget right now?

COMMITMENT & FEE

Congratulations,  
You Have  
a New  
High Paying  
Client!



THANK YOU!

Robert Middleton - [www.ActionPlan.com](http://www.ActionPlan.com)