

THE BUSINESS, THE CLIENTS, AND THE LIFE YOU WANT

LAUNCH: LEGACY'S ENHANCED ENGAGEMENT SYSTEM

Training is good. Books are good. Seminars are good. But when you want to finally get your business running the way you want it to, you need a system – and we want you to have it. There's a point where you make the decision that will make all the difference. *This is it.*

There are seven guaranteed problems that you will face in your business:

1

Your production isn't where you want it

2

Your time doesn't quite feel in your control

3

You don't have the clients you want

4

Cases move too slowly

5

You're being seen as a commodity

6

Your team is out of sync with each other, and you

7

You know you can have more powerful relationships with your clients, but you're not

But here's the real problem: when you try to chip away at these, one-at-a-time, it rarely works. They're connected, and so you have to tackle them all at once.

"LAUNCH transformed my business. I went from trying to help anyone I could, anywhere and everywhere, to engaging the clients I could help the most, with language that moved them, and a process that my team got behind. Clients are implementing what I recommend, my production has increased, and I'm just plain happier."

- Chuck Ebersole

CLU, ChFC, CFF®, CAP®



HOW WE HELP

LAUNCH is designed with a single purpose: install a new process for engaging with future and current clients so that you can have the business, the clients and the life you want.

WHAT YOU'LL GET

You will complete LAUNCH with:

- A proven, *4 Decision System*™ for engaging with future and current clients in a powerful, efficient and systematic way
- A new way to introduce yourself to potential clients, and to teach others to introduce you
- An advanced *Approach Talk*™ designed to make selling fun and get you quickly aligned with your prospects greatest priorities
- A new perspective on how Trust works and how you can help nurture it
- A system for creating Goal Clarity to permanently address one of the invisible points-of-failure in client engagement
- Our *GISOR*™ Model for ensuring clients commit to their goals before you solve them
- A method to articulate Goal Achievement, how you'll help your client achieve their goals and have the compelling future they want
- A web-based application to capture what you gather in your expanded Discovery, prepare compelling reports for your clients, and help your team keep cases on track.

HOW WE DO IT

LAUNCH has three components. It starts with some preparation to ensure you and your team make the most of the live training. We'll get you a copy of our book, *Right Side of the Table*, some initial materials about our philosophy, and credentials for our web-based application.

Next, we'll pull back the curtains on how your new, game-changing approach will work. We're going to zero in on skills so that you and your team can operate differently by the time you complete the program.

The program doesn't stop there, however. We will then work with you and your team to actually implement this in your business, and it doesn't take long. You've been to programs and learned things, and then a fraction of it gets put in place; not this time. Through a series of optional group calls, individual calls, and support from your Program Specialist, we will help you take this to a successful implementation.

ACCESS THE PROGRAM

- Online — Legacy's convenient online learning platform
- Digital Live — Highly interactive and engaging sessions delivered by webinar
- On Demand Live — Delivered live in a classroom environment for face-to-face interaction

The program includes a 1-year license to use Legacy's web-based application and program Intellectual Property



PO BOX 737
MARSHFIELD, MA 02050
781-740-0033

ALL RIGHTS RESERVED
© 2017 THE LEGACY
COMPANIES, LLC

THINK-LEGACY.COM