



7 C's To CORPORATE MESSAGE

HOW TO MAKE A LOT OF MONEY
AND
MAKE A HUGE DIFFERENCE IN
PEOPLES LIVES BY SETTING UP
ONSITE CHAIR MASSAGE PROGRAMS
FOR COMPANIES, SCHOOLS AND
ORGANIZATIONS

- 1 **CONTACT MAP – WHO YOU KNOW; WHO THEY KNOW.**
- 2 **COMPANY LIST – DEVELOP A LIST OF QUALIFIED COMPANIES OUT OF YOUR CONTACT MAP**
- 3 **CALL DECISION MAKER**
- 4 **SEND COLLATERAL MATERIAL – FLYERS, BROCHURES**
- 5 **COLLABORATION – MEET FACE TO FACE**
- 6 **CHOICE: FREE CHAIR SESSION – OFFER A FREE SAMPLE**
- 7 **CONTRACT – GET THE AGREEMENT**

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Go through your Contact Map (also known as “sphere of influence” and list everybody you know. Networking experts say we know at least 250 people. From this list, start letting the people in your world --

Develop Your Leads List.

► Write down the companies you want to contact listing the company name, a contact name and their phone number. Most of these will be warm leads, people you may know and those who have been referred to you by doing step 1. It’s amazing how many people will refer someone they know to you.

Call the leads and contact the decision makers for that company. Begin to document and maintain your prospecting activities on a Prospecting Sheet.

Contact the decision maker and have a conversation. Get agreement to send them your collateral materials – flyers, cards, information about you and your programs.. Send information about your program being sure that your message has massive meaning to them and is ‘in their world.’ See the Bonus E-book “How to

1

– the ones who love, care about you, know you and trust you – know what you do and begin asking them for corporate leads.



2

Additionally, there are many sources to help you research and locate the companies in your area. They are listed in the Metro Advantage manual. Complete your Referral List Builder to help you with finding direct leads into companies you want to work with. See Bonus #2.



3

This is part of the Metro Advantage Business, Marketing and Sales training manual.

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Get Noticed” for more insight in how to do this. Make follow up calls and send additional information – build the rapport and the relationship. It is important to note that these steps are NOT about selling but about building a relationship, familiarity and trust.

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Get an agreement for a face to face meeting. This way you can collaborate about the company's needs, interest level and possibility for bring them your program.

Get agreement for a complimentary session. This is like a free "taste-test". Once the employees experience this, they will definitely want more.

Get a Contract/Agreement signed (template available in Metro Advantage manual).

Organize the internal promotion so that employees know about the new program – especially for the free session. A step-by-step process for doing this is in the Metro Advantage manual. Stay in contact with your company contact. They are your champion on the inside.

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Prepare your Needs Analysis being sure to keep the conversation around their needs and your solutions to their needs or challenges.

6

Prepare a formal proposal (template available in Metro Advantage manual).

7

Set up the session dates, the specific location and the sign up sheets.