



FASCINATE

CERTIFIED ADVISOR





FASCINATE CERTIFIED ADVISOR™ TRAINING SESSION

Module 6: Selling Fascinate®

MODULE 6 AGENDA/OBJECTIVES

- Describe Fascinate® competitive advantages.
- Explain the various Fascinate product offerings.
- Learn how to create the perfect Fascinate sales pitch.

“85% of your financial success is due to personality and ability to communicate, negotiate and lead.

Shockingly only 15% is due to technical knowledge.”

Carnegie Institute for Science

Crafting a Fascinating Pitch

7 TYPES OF COMMUNICATION

INNOVATION

UNTRADITIONAL

PROBLEM-SOLVER

PASSION

RELATIONSHIP-BUILDER

WITH STRONG PEOPLE SKILLS

POWER

A LEADER WHO MAKES DECISIONS

PRESTIGE

OVERACHIEVER WITH HIGH
STANDARDS

TRUST

STABLE, RELIABLE PARTNER

MYSTIQUE

SOLO INTELLECTUAL,
BEHIND-THE-SCENES

ALERT

PRECISE DETAIL MANAGER

COMMUNICATE - 2 WAYS



I change the
game with
creativity

Innovation



I build loyalty
with
consistency

Trust

NOTICING THE LANGUAGE YOUR CLIENT IS SPEAKING

INNOVATION

NEW IDEAS AND SOLUTIONS

PASSION

CREATING WARM & EMOTIONAL
CONNECTIONS

POWER

LEADING WITH CONFIDENCE AND
ACTION

PRESTIGE

ACHIEVING SUCCESS WITH HIGH
STANDARDS

TRUST

BUILDING LOYALTY OVER TIME

MYSTIQUE

THINKING BEFORE SPEAKING

ALERT

CAREFUL PRECISION

COMMUNICATING WITH OTHERS

Innovation	Passion	Power	Prestige	Trust	Mystique	Alert
Give space for autonomy	Allow time for expression of emotions and feelings	Focus on goals and plans	Present clear rewards	Rely on tradition and the past	Present facts	Define consequences

SMALL GROUP ACTIVITY - OBJECTIVE

Practice applying the 7 Fascination Advantage® languages by identifying the distinct messaging each language has. Remember, you communicate at your best when you use your top 2 Advantages. For the purpose of this activity, we want you to apply only one Advantage (at a time) to the scenario to gain fluency in each Advantage.

SMALL GROUP ACTIVITY - INSTRUCTIONS

- Break into 7 Advantage groups – assign a speaker/scribe.
- Each group will be assigned 2 Advantages.
- Prepare a pitch for a prospective client using your assigned Advantages, demonstrating how Fascinate® is the perfect solution to their problem.

SCENARIO:

Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team. Silos are forming and customers are starting to be impacted negatively. As an FCA, you know that the Fascinate® System can connect people back to their objectives, improve communication, and ultimately get things back on track. You're preparing to pitch your Fascinate program to your client.

USING YOUR ASSIGNED ADVANTAGE:

- How would you pitch the value of the Fascinate® System?
- Highlight key characteristics that this Advantage would demonstrate.
- Write a 2 – 3 sentence pitch using your Advantage.
- Outline pre-work and follow-up process.

Craft a pitch using your Fascinate Advantage®.

Assign a speaker/scribe – capture script in Google doc.

BREAK-OUT GROUPS

Group 1	Group 2	Group 3
Passion + Power	Mystique + Trust	Innovation + Alert



EXAMPLE - PRESTIGE

THE LANGUAGE OF EXCELLENCE

RESPECTED, AMBITIOUS, RESULTS-ORIENTED

PEOPLE WITH PRIMARY PRESTIGE EARN
RESPECT BY SETTING **HIGH STANDARDS.**

EXAMPLE - PRESTIGE

When communicating to the Prestige Advantage be sure to:

- Present a clear reward.
- Focus on how the solution is what's hot and relevant compared to the competition.
- Surprise by lifting the bar, deliver an outstanding first impression and set higher standards.
- Be sure to make them look good.
- Show better-than-expected results.
- Exceed expectations.

SAMPLE PITCH USING PRESTIGE

You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast-paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that's connected to a common goal, working together collaboratively and cooperatively.

I can show you how the Fascinate® System will **improve employee engagement, build team collaboration and help you exceed your company goals**. Your employees will be **recognized for their unique Advantages and give you more of their best**. Once you learn your Team Advantage you'll **recognize your team's strengths**, identify hidden patterns and tap into your teams Advantages to become **more productive and efficient**.

Our clients have seen **better than expected results**, even those with world class employee engagement saw an **increase in their scores** after the Fascinate System was brought in. Fascinate has been delivered to organizations like **Cisco, GE, ATT and Intel**. Yes, it's the newest and most innovative communication assessment out there – but it's one that's been built on a reputation of trusted experts, principle and purpose.

USING YOUR ASSIGNED ADVANTAGE:

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- Write a 2 – 3 sentence pitch using your Advantage.

Craft a pitch using your Fascination Advantage®.

Assign a speaker/scribe – capture script in Google doc.

Fascinate® Product Offerings



Fascinate® Product Offerings

- Individual and small group solutions
- Large group and corporate solutions

Many products will work in both small and large group scenarios.



Individual and Small Group Solutions

Fascinate® Test

QUANTITY	PRICE	SAVINGS
1	\$59 each	
2 - 99	\$47 each	save 20%
100 - 1999	\$35 each	save 40%
2000	\$23 each	save 60%

Fascinate® Test – Product Positioning

- Only assessment to measure how the world sees you
- Based on branding, not psychology
- Identifies your natural Advantages and gives you the words to describe your value
- Complete report gives an in-depth look into your personality

Purchasing Assessments

- HowToFascinate.com
- FCA Discount is 40%
 - Use the code: **FCA-DISCOUNT40** (must be in all caps)
 - Code will take 40% off the order total
- Always use the same email that you used when you initially took the test!

SAMPLE FCA COACHING PACKAGES

<p>1 SESSION HOW TO FASCINATE® OVERVIEW</p>	<p>2 SESSIONS HOW TO FASCINATE® OVERVIEW ANTHEM BUILDER</p>	<p>5 SESSIONS HOW TO FASCINATE® OVERVIEW ANTHEM BUILDER MARKETING STRATEGY</p>
<p>Fascinate® Test (FAA)</p>	<p>One-Hour Personal Brand™ Strategy Kit</p>	<p>Ultimate Personal Brand™ Playbook</p>
<p>SAMPLE PRICING</p>	<p>SAMPLE PRICING</p>	<p>SAMPLE PRICING</p>
<p>Client Investment - \$250 FCA Earnings - \$221</p>	<p>Client Investment - \$500 FCA Earnings - \$388</p>	<p>Client Investment - \$2,000 FCA Earnings - \$1,582</p>

A vertical decorative bar on the left side of the slide, composed of eight horizontal segments in the following colors from top to bottom: yellow, orange, red, dark red, purple, blue, teal, and green.

Business and Corporate Solutions

Your Best Team Ever

- Perfect for leaders / managers
- Includes Team Discussion Guide and Group Activities

Free for FCAs



~~\$147~~

Leadership Bundle (BTE + YHPT)

- Perfect for team building, business owners, and brand or marketing managers
- Includes activities and cheat sheets

Free for FCAs

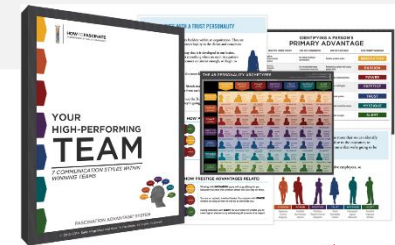


~~\$997~~

Your High-Performing Team

- Perfect for leaders / managers

Free for FCAs



~~\$897~~

BUSINESS AND CORPORATE

Live Team Training



FASCINATE
CERTIFIED ADVISOR

SPEAKING, TRAINING AND DEVELOPMENT



SAMPLE WORKSHOP OUTLINES

Half Day (3-4 hrs)

- Fascinating Introductions/Icebreaker
- Fascinate® System Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/Double Trouble
- Activity: Fascinate Anthem Builder™
- Wrap-up

SAMPLE PRICING (20 participants)

Client Investment - \$2,500-\$5,000
FCA Earnings - \$1,936 - \$4,436

Full Day (7-8 hrs)

- Fascinating Introductions/Icebreaker
- Fascinate System Overview
- Activity: The 7 Fascination Advantages
- Break
- Activity: Effective Communication/Double Trouble
- Break
- Team Advantage and Team Heat Map
- Activity: Team Heat Map Analysis
- Break
- Activity: Fascinate Anthem Builder
- Wrap-up

SAMPLE PRICING (20 participants)

Client Investment - \$4,500 - \$10,000
FCA Earnings - \$3,936- 9,436

How to Price Your Packages

SAMPLE EVENT PRICING CALCULATOR

		Full Day	Half Day	Net Revenue (Full)	Net Revenue (Half)
Training Fee		\$ 6,650.00	\$ 3,650.00	\$ 6,650.00	\$ 3,650.00
Add-Ons (Heat Map, Coaching, Virtual Training)		\$ 850.00	\$ 850.00	\$ 850.00	\$ 850.00
Number of sessions	1				
Number of Participants	10				
FAA (over 1 = \$47 each)	10 * \$470	\$ 470.00	\$ 470.00	\$ 188.00	\$ 188.00
Custom Code (\$150)	0	\$ 0.00	\$ 0.00		
Book (\$25 USD/\$32CDN)	10*32 + \$50 shipping	\$ 370.00	\$ 370.00	\$ -	\$ -
Participant Guide - pdf (\$8)	10 * \$12	\$ 120.00	\$ 120.00	\$ -	\$ -
Pocket Guide	10*5	\$ 50.00	\$ 50.00		
Poster (\$50)	1	\$ 50.00	\$ 50.00		
Purolator		\$ -		\$ -	\$ -
Training Supplies (markers, flipcharts, post-it, tape)					
Training Costs		\$ 1180.00	\$ 1180.00		
Taxes		\$ -	\$ -		
Total Cost to Client		\$ 8,560.00	\$ 6,640.00		
Sub total		\$ 8,560.00	\$ 6,640.00	\$ 7,688.00	\$ 4,688.00
Travel Expenses		\$ In addition to training costs (estimate: car, hotel, air, mileage, food)			
TOTAL		\$ 8,560.00	\$ 6,640.00	\$ 7,688.00	\$ 4,688.00

Consider:

- Travel Time
- Repeat Business
- Number of Events
- Number of Attendees

Fascinate®

Business Development

Planning

BUSINESS PLAN - OBJECTIVE

- Prep work to start thinking about how you'll be using the Fascinate® System in your work and business.
- Review business development planner.
- Share ideas, gather insights and brainstorm with fellow FCAs about business opportunities and application methods you can use to bring Fascinate into your business.




MODULE 6 ROUND-UP

END OF THE DAY RECAP

- Describe Fascinate® competitive advantages.
- Explain the various Fascinate product offerings.
- Know how to create the perfect Fascinate sales pitch.



What are you taking away?



What is one action you will take
to integrate today's learning in
your business or life?

HOMEWORK

1. Complete Module 6 Recap Quiz
2. Review FCA Training Manual – Module 7
3. Create your Fascinate® business development plan.
4. Complete your Affiliate paperwork.
5. Bring your Affiliate username and password to next session.
6. Complete and submit the appropriate tax forms.
7. Complete the 7-Day Wellspring vs. Quicksand Challenge.

“Every time you communicate, you are either adding value or taking up space.”

Sally Hogshead