The College Process

Marketing	Pain Meeting Qualifier	Initial Case Design	Solutions 1	Final Case Design	Solutions 2
10 x 10 Plan - Video marketing	Client Binder Scope worksheet	Engage case design team	Reestablish pain Review FF details	Reengage case design team	Establish ground rules for meeting - Review pain
Social Media - SM Video - Paid Campaigns	Engagement agreement Pain script/cheat sheet	Fact Finder based 5 to 7 days Output AB Report	Ask if anything has changed Review solutions	2 to 3 day turn around fime Rework solutions with updated	- Explain that this represents the information discussed at last meeting
Doctor's Office - SAGE give away	UFC to Fact Finder	Add'I reports can be requested	Do not focus on details, focus on outcome	information from client Develop final	- Ready to move forward?
Presentations - Schools - Civic groups	Pain Meeting Fact Finder 30 to 45 minutes	Report will show current plan and comparison to optimized plan	Accept objections without emotion	report	Explain product and how it works
- Churches - Businesses - Affinity groups	Admission Site Complete Fact Finder	Review plan and recommendations before meeting	Explain this is an optimal outcome, not the final plan		Answer questions Take application
	Agree to create solution Set next meeting	Contact case design with any questions or concerns	Get agreement to create final design UFC to set next meeting		Explain post appliction process

Legend

Green arrows require client/prospect agreement to move forward Dotted lines represent work done by agent and/or Velomon Solid lines represent face to face meetings with client/prospect

