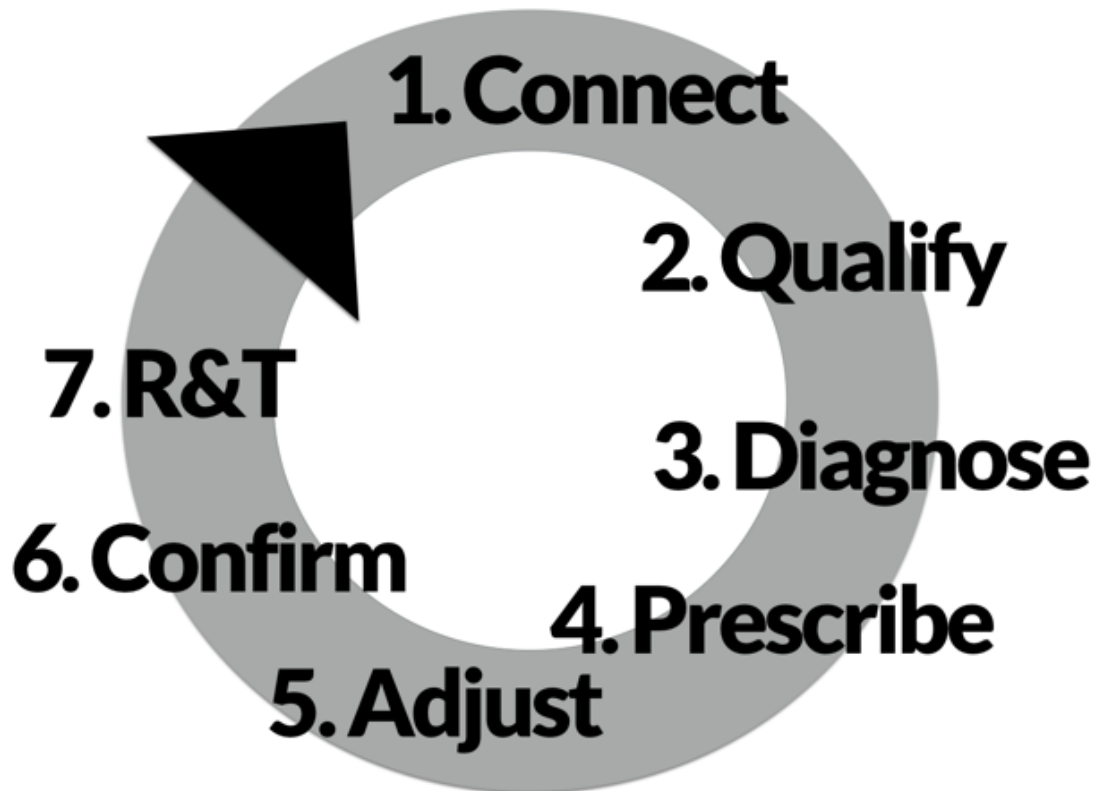



**The NEW way to think about your value
*and the revolutionary way to win great
projects***

...on your terms.



rapport

/ra'pɔ:/ 

noun

a close and harmonious relationship in which the people or groups concerned understand each other's feelings or ideas and communicate well.

"she was able to establish a good rapport with the children"

synonyms: [affinity](#), close/special relationship, (mutual) understanding, [bond](#), [empathy](#), [harmony](#), [sympathy](#), [link](#), [accord](#)

"the gift of quiet spiritual rapport with an audience"

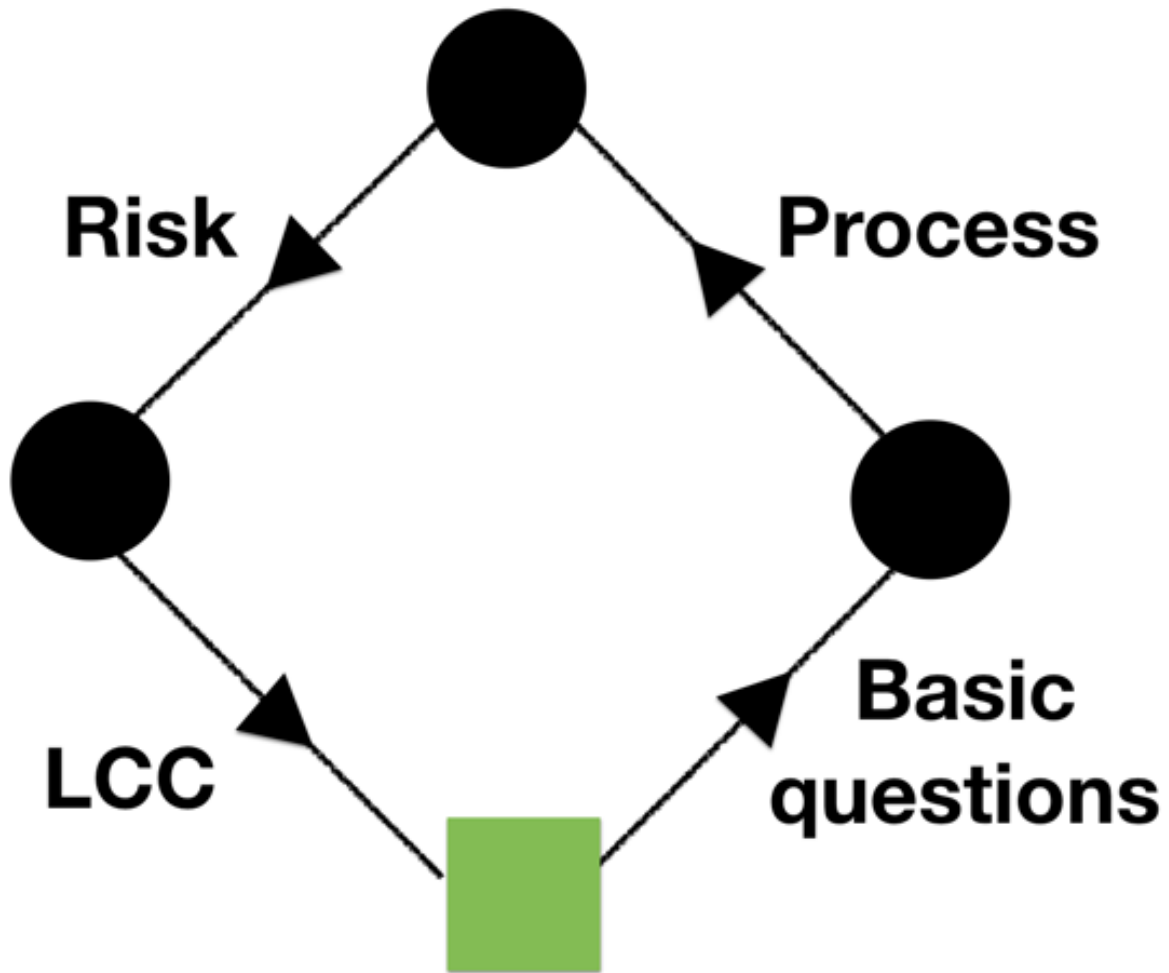
1. Connect (Rapport)

How To Gain Rapport

1. Notice the emotion
2. Do it
3. Do a better emotion

Notes

2. Qualify



qualify

/ˈkwɒlɪfaɪ/

verb

1. be entitled to a particular benefit or privilege by fulfilling a necessary condition.
"a pensioner who does not qualify for income support"
synonyms: be eligible, meet the requirements; [More](#)

First base - Basic Questions

The client needs to pass your first test

MONEY

1. Do you have a budget range for us to work within?
2. What dollar figure do we need to stay under?
3. How much do you see yourself investing in the project?

AUTHORITY

4. Apart from you who else is involved in the decision making process?
5. Who are the key stakeholders whose needs need to be addressed?

TIME

6. Do you have any timeframes for completion you need to hit?
7. When would you be ready to start?
8. Is this a right now project or a later project?

NEED

9. What is driving this project?
10. Why are you considering this project
11. What happens if this project does not go ahead?



2nd base

Will the client follow YOUR process?

This is the step where you assume control. If they cannot agree to YOUR way then you show them the highway.

By stepping the prospects through the big picture and getting agreement in advance you are laying the framework for working with you. You are setting fair expectations for working together. This is your framework, not theirs because your framework works theirs does not.

By laying out 'how we work' you have taken control. You have shown you have a process and take pride in it because it works, you have indicated that if projects do not follow your process they face great risk of going off the rails into cost over runs and you do not enter projects with such risks.

'I only work on projects which are going to be great and that we can all be proud of, unless we follow this process I cannot guarantee we will get you a great result'

3rd base
Do they understand their risk?

Risk Questions

1. Are there any obstacles stopping you from moving ahead with this project once you have a clear picture of what you want and are comfortable it does not exceed the amount of money you want to invest?
Are there any obstacles stopping you from moving ahead with this project once you have a clear picture of what you want and are comfortable it does not exceed the amount of money you want to invest?
2. Out of ten how clear are you about what you want?
Out of ten how clear are you about what you want?
3. What are the consequences of not getting this project completed within your timeframes ?
4. What other risks are you aware of?
5. Do you have a site or building already? Are any drawings of the existing building or site available?
6. Out of ten how clear are you on exactly what you need to meet zoning, building code and permitting requirements?
7. a. Have you engaged a civil engineer for the project? i. If so – who?
b. Have you or your team had any conversation with the Zoning or Design Review Board Staff?

4th base
Will they pay for your LCC?

Diagnosis

1. All new clients must have paid for your LCC prior to discussions around design.
2. They have completed and returned your pre-meeting questionnaire
3. They have watched your education materials - video, DVD and any written material they need to read prior to your design diagnostic consultation. They have bought into any key ideas they need to buy into to work effectively with you.
4. They are prepared to follow your process and seen the 'Here's How We Operate' video/report/presentation.

Script

Based on what you are saying I think we can help you.

The first step you will need to complete is Needs and Options review.

We design this process a few years ago because we there is a huge issue in the construction industry of people starting design and construction BEFORE they have fully done their research and homework. People are trying to run before they have the walk mastered.

The consequence of inadequate upfront research of needs and options is like building a house on bad foundations.

The foundations are the most important part of the whole house because everything is built on top. Its very expensive to change the foundations once you have started to build on top of them. But vary easy to change them if they are simply lines on a plan.

So we spend a little more time on the research than most other firms who rush their clients into the design phase.

Does that make sense? In fact we will only work with clients who are prepared to do the Needs and Options review properly. We will not rush this step. It only causes cost over runs later if we take short cuts and don't establish solid foundations.

5. They know how your fees work.
6. They have a problem or goal you can cure with your super design powers.
7. They are ready to take action now if they see a solution that makes sense.
8. They have the authority and budget to hire you if they so wish.

Desired results of the meeting

- Your LCC should be a stand-alone service that provides a highly useful outcome people want to receive.
- The diagnosis consultation process should help the client understand their needs and options better and if qualified ultimately lead them to wanting to hire you for design.
- This moves you from being a sales person pitching to an expert - like a surgeon diagnosing and then prescribing based on the findings.
- If the clients have not received your LCC, completed your questionnaire, watched any important video or otherwise not followed your process then refuse to move forward until they have complied.
- We need to train prospects how to become good clients so they can get good results or politely move them away.

Just like a surgeon.

diagnose

/ˈdɪəgnəʊz, dɪəgˈnəʊz/ 

verb

identify the nature of (an illness or other problem) by examination of the symptoms.

"two doctors failed to diagnose a punctured lung"

synonyms: identify, determine, distinguish, recognize, discover, spot, detect, pinpoint; [More](#)

- identify the nature of the medical condition of.
"she was finally diagnosed as having epilepsy"

13 Step Meeting Checklist

1. Make sure all decision makers are present.
2. Educate the prospect BEFORE the meeting.
3. Set the scene. Why are we having the meeting – the client is wondering.
4. Frame the meetings purpose and timeframe.
5. Understand the 'now' by asking background questions.
6. Understand the client's goals and objectives.
7. Ask success criteria questions – ask how they would know if they had achieved success with you.
8. Ask what it would mean to them to have achieved their objectives.
9. Ask their current plans to achieve their objectives, to what degree are they already on track?
10. Ask about the consequences of not achieving their objectives.
11. Asking timing questions – when do they want the process completed by?
12. Tell the client the steps to success – write out a road map with options (so they feel they have a choice)
13. Book the next few meetings required to get the project underway before you leave.

You do not need to sell your services. If you are clear about the RESULTS you genuinely can get the right prospect and have clearly explained this in a compelling manner during the training and indoctrination phases then it is up to the prospect to qualify himself or herself to you.

Types of questions

Here are the questions to ask – you don't need to ask them all – in some categories you can just one or two from each section, in others you can ask more.

1. QQ Qualification Questions	2. BQ Background Questions	3. CSQ Current Situation Questions	4. PQ Problem Questions
5. CQ Consequence Questions	6. VSQ Visual Success Questions	7. WQ Why Questions (motivation)	8. TQ Timing Questions

QQ - Qualification Questions

Before you agree to proceed to design you should have already qualified the prospect with these questions. This mean you know the 5 key things - budget, authority, time, money and a willingness to comply with your process. If not make sure to fill in any gaps.

1. MONEY: What sort of budget do I need to be aware of?
2. AUTHORITY: Apart from you who else is involved in the decision making process? Who are the owners/shareholders in your business? Can you sign off on this project without speaking with anyone else?
3. TIME: If you went ahead when would you want this project completed by?
4. NEEDS: Why do you feel you need this project to go ahead?
5. COMPLIANCE Have you watched the pre meeting video I sent you?
6. When I review your situation today I want to give you my professional opinion and tell you what you need to hear not what you want to hear would that be ok?

Add your questions below...

BQ - Background Questions

1. How did you get into this property? What made you buy it (or lease it)?
2. What changes have you made?
3. If you could have your time over what would you do differently?

Add your questions below...

CSQ - Current Situation Questions

1. What are the key things that make your environment work the way it does?
2. What is your current situation?

Add your questions below...

TDQ - Target Destination Questions

1. What changes are you expecting in the next 1-5 years.
2. What do you want?
3. What would you like to achieve by us working together?
4. What has lead us to having this meeting, what do you want to achieve?
5. If money were not an object what changes would you make?

Add your questions below...

PQ - Problem Questions

1. Why are you wanting these changes now? What's not working for you/your team/your family?
2. What are the current issues that you think I might be able to help you with?
3. What obstacles are in your way right now? What has stopped you from achieving these outcomes in the past?
4. Out of ten how big are each of these obstacles?
5. What distractions could slow or stall this project?
6. Out of ten how big are each of these distractions?
7. Do you think you could achieve your ideal space without an architect?
8. What other objectives do you want to achieve

Add your questions below...

CQ - Consequence Questions

1. What problems would you no longer have to deal with?
2. What are the consequences of not doing something serious right now?
3. What will it cost you if you don't?
4. So what you are saying is that you have to do something different right now?

Add your questions below...

VSQ - Visual Success Questions

1. Paint a picture of what you would be seeing, feeling, experiencing to know you'd made a great decision
2. What would other people be saying?
3. How would you see us having worked together if you were not only happy with the result but the way we worked together?
4. Does it feel worth doing?

Add your questions below...

WQ - Why Questions (Why - Why - Why)

1. How do you want to feel as you move through this space?
2. What does this house/space mean to you/staff/family?
3. Imagine we are one year into the future and we have achieved everything you set out to achieve what now works for you/staff/family?
4. Why is this outcome important to you?
5. What will it mean for you to achieve this outcome?
6. Who else benefits if you are successful here?

Why - Why - Why

Add your questions below...

TQ - Timeframe Questions

1. What is going to happen from here is that I am going to go away and write a detailed plan on how we can achieve your objectives. In the plan we will have an agreed start date, some different design options for you to choose and a cost for each of the options (if appropriate). So I can set the start date are there any important events/trips scheduled that I need to be aware of?
2. OK is this a later or sooner project for you to get started with?
3. Great I will check our workflow schedule and put in a proposed start date of around (date). How does that suit?

Add your questions below...

Here's how to close the meeting and book the next steps...

1. Great. I will send you the plan by (date), you'll have some questions when you read it and we will more than likely need to meet again. When would you get a chance to read it?
2. So we could meet again on (date) at (time) to answer questions and confirm the appropriate options and get you started?
3. So just to confirm, I will send you the plan by (date), you'll read it over (in the week end), and then we can meet to go over it again on (date) and (time) we'll go over everything, answer all the questions and confirm the appropriate option and get started.

This entire conversation is them focused.

There are THREE types of meetings you will have...

1. The one you intended to have
2. The one you actually had
3. The one you should have given, that you give yourself on the way home

No meeting or presentation will ever be right. Get over yourself and have those meetings.

Tips

1. It is ok to have a list of these questions in front of you. It makes you look organised, professional and like you have a system. That way you can focus on the answers and not 'what do I ask next?' A phrase like 'So I cover my bases and don't forget anything I have a standard set of questions I ask, I will go through them step by step from my sheet so I don't miss any'
2. Make sure ALL decision makers are in the room. If you don't get the basics like this right you might have to do the whole meeting twice.
3. Have fun and get as excited about the outcomes that can be achieved as they do.
4. Spend most of your time on the BQ, WQ and PQ's
5. Always book the next step before you leave B.A.M.F.A.M (Book A Meeting From A Meeting)
6. Reverse your process and think like a surgeon.

Adjust - handling objections

An objection can mean one of three things

1. NO
2. Maybe
3. Yes (but clear up a couple of things first)

We all use objections every day

- to delay
- to play a game (habit)
- to get a better understanding
- so we don't look too keen

Key Points

- There is no script or technique that can counter every single objection but an objection does not always mean 'no'
- Objections have a structure. Questions are the tool to understand an objections structure

THREE Tools For Objections

1. **Continue** - not all objections require a response
2. **Counter punch** - There are usually only 5-8 objections that come up 80% of the time, a well crafted scripted response can keep the momentum moving towards a 'yes'.

Responses To Fee

If you are after the cheapest architect in town, then I am not your man or woman, but despite not being the cheapest, my office is very busy - why do you think that is? (Whatever they respond with you say 'that's right.')

If you are after the cheapest architect in town, then I am not your man or woman, but I can put you in touch with some architects who are incredibly cheap. Boy, they do really cheap work. Let me know

3. **Collapsing Beliefs** - By understanding the belief, the legs (reasons) that support the belief you can begin to chop down the legs.