The LCC

*“Prescription without diagnosis is malpractice”*

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| **What?** | **An LCC is what an expert would conduct before he/she prescribes a solution.**  Before the formal sales process begins, a client needs help to understand requirements, current situation, gaps, goal outcomes and define the steps required to get there. Because he is seldom a construction expert then he is secretly begging to be lead and coached through the initial steps. Who better to coach than YOU. |
| **When?** | When a prospect is ready to take action but needs to understand what specifically is required for his/her situation. |
| **Why is this important?** | You want to be perceived as an authority and expert in your industry not a sales person. Experts are paid more, have a faster sales cycle and are differentiated from the competition. Experts do not talk or act like sales people. When you have provided the initial diagnosis and prescribed a solution you have an unfair advantage over all potential competitors when it comes to delivering the solution. You can convert an unpaid sales call to being paid. |
| **Key points** | * An LCC should be a stand-alone consultation that provides a highly useful outcome – usually clarity around objectives, needs, wants, problems and the pathway forward. * Should help the buyer make a better purchase decision and understand their needs better * Moves you from being perceived as a sales person to an expert * Move from approaching client to having the client approach you for a meeting * You will often be paid instead of providing for free. * A questionnaire prior to the consultation is usually a very good idea. |

***“An uncertain prospect does not buy”***

ACTIONSHEET

Buyers procrastinate when they don’t have all the information they need to feel confident. They need a diagnosis and a road map to be confident about moving ahead.

**“Sales people pitch -**

**experts diagnose, then prescribe”**

Possible things to diagnose

1. How to get past the obstacles ‘Road block review’
2. The steps required based on their situation, eg: OPAP **One page action plan**
3. Assessment of their options, eg: **Site review**
4. Help clarifying their needs and wants, eg: **Needs and Options Review**

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| **The LCC is an attractive, sellable packaged service.**  **A packaged service needs eight key ingredients** | TICK |
| 1. Problem – the reason the session was developed. What other architects miss when they do not offer this service. |  |
| 1. Promised outcome – the result/transformation you get from having the session. |  |
| 1. Proof of outcome – results others have got or the research supporting the approach, testimonials, problems averted |  |
| 1. The name of the session eg. *Feasibility analysis, Needs and Options Review, OPAP, Initial consultation, , Road map session, etc.* |  |
| 1. A standard process (with minimal customization) step 1, step 2, step 3 |  |
| 1. A Logo http://www.fiverr.com, <http://stocklogos.com/>, http://99designs.com/ (optional) |  |
| 1. Price or the value this service represents (can be free) |  |

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| **The Low Commitment Consultation (LCC) is an easy to sell product that promises a valuable but small result.**  **A well packaged service needs eight key ingredients** | TICK |
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| 1. Promised outcome – the result/transformation the prospect gets from having the session. |  |
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| 1. Story – A real situation that illustrates a problem (and the pain), the diagnosis with identification of problem avoided and a pathway that allows the ultimate victory |  |
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