

Module Five:

The Buyers Journey

Worksheet:
❖ Joint Venture Partners

Engaging Joint Venture Partners

If your client is experiencing a problem there is a high likelihood that someone knows about it. Either because when a supplier solves a problem for a prospect they often create another problem that needs solving, or because individuals who experience certain problems tend to hang out together.

- **What created this problem for your prospect? What suppliers may have been involved?** (An Anthony Robbins book or seminar – client is now out of their comfort zone and in need of support to keep moving forward)

- **What other suppliers would they have engaged with thus far, to come to this point?** (Online Content, Local Groups, Other Specialists)

- **Who, when trying to deliver their services to your prospect, might be hindered in their ability to do so, because the prospect first needs your solution?** (Web designer who can't complete the site because client doesn't have any written text for it)

- **What would your prospect need to see in order to be confident to put you in front of their prospect?** (Clear messaging as to why, professional brand, reputation, trust, kick back)