

# 7 DAY PRODUCT CHALLENGE

## DAY #4: THE BREAKTHROUGH SESSION

Do you try and sell your clients straight into your core product or do you give them the opportunity to try before they buy? Little do they know that this is also an opportunity for you to see how they behave as a paying client.

**Q1.** Do you offer a breakthrough /discovery / strategy session that is one day or less? Yes / No

**Q2.** If you answered **yes** in **Q1** what do you call your breakthrough / discovery / strategy session:

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**Q3.** Please describe what happens during your discovery / breakthrough / strategy session:

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**Q4.** How much do you charge for your breakthrough sessions?

£ \_\_\_\_\_

**Q5.** You need to know the price of your breakthrough session compares to your core product, so how much is your core product (on average):

£ \_\_\_\_\_