LoftyBiz 068 · The Diagnostic Sale: Sell a Priced Plan, Not One-Off Sessions · loftybiz.net

Diagnostic Sale Script

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The idea

A diagnostic sale finds out where the client is, where they want to be, and what is in the way. Then you offer one clear plan, with one price, to get them there. Single sessions sell effort. A plan sells a result, with a length and a price the client can accept or decline.

Three diagnostic questions, in order

Order	Question	Write their exact words
1	Where are you now?	
2	Where do you want to be, and by when?	
3	What has stopped you so far?	

Repeat it back and agree on the gap. When the client says yes, the plan has a purpose they have spoken out loud.

Prescribe one plan with one price

Build the plan around the goal they named, not your whole menu. Write the goal at the top in their own words. Give one recommendation, and make it easy to say no: a lighter version, or the usual single session, with no pressure and no countdown timers. Show the full plan first. Offer step-downs in how they pay, not in the price for the same plan. In the last month of a finished plan, offer a simple recurring service. Check that the team follows the process, kindly.

This week

Action	Done?
Write your three diagnostic questions on one card	
Turn your most popular single service into a plan with a goal, a length and one price	
Add a lighter version and a payment option	
Run five consultations with the card in front of you	
Put those questions and plans into Systex	

Keep each client's goal, diagnostic notes, plan stage and payment schedule in Systex, our own product, at loftybiz.net.

Worked examples in the video (illustrative only)

Zuzana, a personal training studio in Bratislava (illustrative). A single session about $35. Average client spend about $140, then they drifted. A 12-week plan, two sessions a week, home routine, Friday check-in, tests at weeks 6 and 12, about $840 (in the video this matches 2 × 12 × $35). After three months, about 6 in 10 consultations became a plan, and average spend about $610 instead of $140. These are labelled examples, not recommendations or forecasts.

Nadia, an IT support company in Hobart (illustrative). About $95 an hour, clients calling only when something broke. A paid health check about $200 for half a day, taken off the plan if they go ahead. Full fix-and-protect plan about $3,600; lighter version about $2,200. Pay in full with a small saving, or three monthly payments. Monthly care plan about $450. Within a year, 11 offices moved to monthly care plans,

worth about $5,000 a month together (11 × $450 is $4,950; the video rounds this to about $5,000). These are labelled examples, not recommendations or forecasts.

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