

## Making Your Fascinate Pitch 7 Different Ways

Please add your notes below:

Scenario: Your prospective client has been having issues with employee engagement due to numerous change initiatives. Employees are feeling disconnected from their work and team. Silos are forming and customers are starting to be impacted negatively. As an FCA you know that the HTF system can connect people back to their objectives, improve communication and ultimately get things back on track. You're preparing to pitch your How to Fascinate program to your client.

### PRESTIGE EXAMPLE:

I can show you how the Fascinate system will **improve** employee engagement, build team collaboration and help you **exceed** your company goals. Your employee's will be **recognized** for their unique Advantage and give you more of their **best**. Once you learn your Team Advantage you'll **recognize** your teams strengths, identify hidden patterns and tap into your teams Advantages to become **more** productive and efficient.

Our clients have seen **better** than expected results, even those with world class employee engagement saw an **increase** in their scores after the How to Fascinate system was brought in. Fascinate has been delivered to organizations like Cisco, GE, ATT and Intel. Yes, it's the newest and most innovative communication assessment out there – but its one that's been built reputation on of trusted experts, principle and purpose.

### Innovation - Whitney, Daina

#### Key Message highlights:

Future focussed

Visionary

Leading edge and breakthrough

- Easy - b/c our archetypes
- Works with a lot of Innovation - default speaks this language - reminder to think about it that context

#### Pitch

The Fascination System is a **breakthrough** way to help you create more engagement, excitement and alignment with the **changes** occurring in the organization. Your company wants to be **leading edge** in the marketplace, The Fascinate System allows you to be **leading edge** for your workforce. Your employees will be more connected to what's best in themselves, what's best in each other and what's possible for the organization **moving forward**.

### Passion - Janette, Narelle, Shea

Take the team offsite

Find the FUN again

What do they bring to the table with their individual talent?

Help them understand what makes them unique and how does that impact the bottomline?

The Fascinate Advantage will help them overcome the challenges and build closer relationships  
Let them validate each other in their strengths :)

Focus on the positive

How can they each drive the business forward?

Build personal connections with the customers - how can they do that based on their strength?

Excited! Relationships are the driving force

Passion connect with people easily

Bring warmth

Show empathy

Connection, collaboration, feeling their values and uniqueness

Too passionate about getting the job done

### **Pitch**

I can show you how the Fascinate system will help improve your **style** of communication – making it more **vibrant and attractive** to your target market. Your employees, after the workshop, will be **inspired** and become more **involved advocates**. Once you learn your Team Advantage you'll recognize your teams **professional style of interaction**, identify hidden patterns and tap into your teams Advantages to become more **understanding** of ideas and **feelings** of each other (and of clients).

### **Power - Alfred, Debra**

- Focus on goals and plans
- Lead with decision
- Team heat map to identify
- Define outcomes and getting the end state what it would look like?
- Getting the team to describe what success would look like for them, based on the team heat map.

Power words - results, confidence, process detail (how), goals, drive the point home, not the guinea pigs, respect/trust - backed by reputation

Have someone in mind (if not your Advantage) use as a reference - what would they want to hear. Efficiency, authority, experts, power of authority, get to the outcome quick.

### **Pitch**

The Fascinate system **can improve employee engagement**, build team collaboration and help you **exceed your company goals**. It has been done with companies like Cisco, GE, ATT, and Intel. Employees learn their unique advantage **and how they fit into the team advantage**. Using this information we'll identify hidden patterns and tap into your team advantages to become more **productive** and **efficient**.

The Fascination Advantage assessment is **built on the reputation** of trusted experts, and is one of the most **efficient** ways to achieve results that are **tangible** for the entire team. Our clients have seen **increased employee engagement** and **improved customer satisfaction**. We are **confident** that you and your organization will see similar, or better, **results** by bringing in the How To Fascinate system.

### **Trust - Jill G, Kathleen, Dapo**

They speak the language of loyalty and consistency.

By doing the HTF, their team will connect and help them to have a consistency of what they've been doing and moving forward in a strong way.

Building on what they have and who they are.

Go back to what has worked traditionally. What is their mission/vision and see what worked and stick to that as the underlying guiding principle. Gradually make the change. Celebrate what has worked. Highlight strengths and show what needs to change.

Connect the past (the values) with where they are now. Point out that the changes are not disconnected.

Show how the HFT will build on the values, the good each team member has brought and how to move forward.

Improve loyalty and strengthen culture. Promote differences of each team member and how they will help build the team and the company as a whole.

#### **Pitch**

We can help you strengthen your company as a whole, based on the **existing** foundation and values. **Looking not to change** the individuals, but showing how to embrace their differences via their Advantages to help the company as a whole in order to convey a **reliable and predictable** entity. This will **build customer loyalty** because of the **consistency and reliability** that is seen in your company.

Make existing system more **reliable and predictable**, and execute change **in a stable and comforting way**. Individuals on the team know they can **trust and rely** on each other and this conveys to the customer, that they can then **TRUST and count on** that company.

### **Mystique - Michelle, Dee Dee, Carmen**

Mystique speak the language of substance.

-Need to be clear, concise and rational.

-Listen to them and ask questions.

-Present facts, why this is different by using the distinction map.

-Find out what they are using to have better communication.

#### **Pitch**

HTF is the perfect tool to help the team understand what their unique value is (their zone of genius) & promote success with the new change initiatives. When the team learns how to communicate well internally they will definitely be able to communicate well with their customers. So it's a win-win for the internal team trickling down to the success of the company and the customer.

### **Alert - Sarah, Melba**

Alert speak the language of details. Focused on Creating a sense of urgency to avoid negative consequences.

## **Pitch**

Before things **get more disconnected** the HTF system can quickly identify some of the challenges happening among the team and how to avoid conflict. We can help **prioritize** which team members will need help reconnecting with their team. Without the assessment process you won't know **exactly which groups are working well and which groups are low performing.**

By taking advantage the HTF system you can **save money from potential errors** that can happen due to the numerous change initiatives. The system has a clear assessment process and **delivers analytics** to display results.