

Scott Brooks Video Transcripts

VIDEO 20: 3:57

SCOTT: All right. What I'm going to do now is I'm going to do the second appointment. This is where I deliver their plan to them. The important thing you want to remember in this appointment is you're focusing on their goals. Focus on their goals. Focus on showing them how they're going to achieve their goals.

At this point in time, you're also going to start to get into some specifics about product and services, but you're not going to get into too entirely much detail here, all right? Also, notice my desk is basically clean. I don't have a lot of stuff on the desk. In this meeting, we're going reference a lot the television set, and we're also going reference a lot the white board.

All right; there are some very key and important things that I do, so listen to my phrasing, listen to the tempo of my phrasing and how I handle things. Watch my body language. Watch my voice inflection. These are very important things that happen in this process that I think will add some real value when you're giving this presentation. So, make sure your desk is spartan, be prepared to just answer their questions, if they have questions from time to time, and we'll take you through the process. I hope you find this to be of value.

SCOTT: All right, guys, welcome back! How you been?

ROY: Good, fine, thank you.

SCOTT: Anything exciting going on?

PATTY: No, nothing the last couple of weeks.

SCOTT: Oh there's Janet; here's Janet.

PATTY: Oh, thank you.

SCOTT: Let me help out. There's your water. Very good. Thank you Janet.

All right. Okay, guys. So, since we got together last time, anything new and exciting going on?

ROY: No. We've just been going to the gym, working out, trying to get our health up a little bit better, and that's about the extent of it.

SCOTT: Yeah? How's that going?

PATTY: Going good, yeah.

SCOTT: Good.

PATTY: I feel a little stronger.

SCOTT: I don't think I have anything new too new and exciting to report. My wife and daughters are off on vacation this week, so I've got the whole house all to myself, so you miss them, but at the same time you're like, wow, the house is nice and quiet. So, there's some upside to that, I guess, right?

ROY: True.

SCOTT: Oh, very good.

PATTY: Well, it's good for a while.

SCOTT: It is good for a while, and then you're like, I want them back. So, do you guys have any questions for me before we get started?

PATTY: Oh, let's see. Oh, I was going to ask you, I think I forgot. I think we covered it, but I wasn't sure. If you're not available, you said that a team of some sort is put together specifically for our . .

SCOTT: I'll assign you to the Mike and Cathy team.

PATTY: Oh, okay.

SCOTT: Okay? Where Mike will be your primary source of contact. He'll be the one who will take care of you and help everything you need help with. You'll meet with me, obviously, but Mike will be there being support, and if Mike's not

available or I'm not available, you'll meet with Cathy. Mike is a para-planner.

Cathy is another para-planner that we have on staff.

PATTY: Okay.

SCOTT: And then we have other planners here too that can help take care of you, you know. So, we have some longevity and some people that have been with us for a while, so I mean we've got a good team.

PATTY: How long have you been here. Sorry . .

SCOTT: That's a good question. In this building specifically?

PATTY: Uh-huh.

SCOTT: We've been here for almost two years in this particular office space here, all right? Before this, we were down by Laumeier Sculpture Park over there at Watson Road.

PATTY: Oh, sure.

SCOTT: We were right there for a while. So, we've been this this office here for two years. We're going to be here for a while. We've got a ten-year lease on the space. I mean, heck, we've got our sign out there on the highway, so I mean

we're not going to go anywhere for a while. We like this. We like this space here.

Is that a reasonable answer?

PATTY: Yeah. Thank you.

SCOTT: Any other questions you guys can think of?

ROY: Yeah; I don't know if it's too early to ask this, but what do you charge? What are your costs? What are your fees?

SCOTT: That's actually a very good question, and I'm going address that the context of our discussion today. Is that reasonable?

ROY: Yeah, that's fine.

SCOTT: That's fine. I'll just try to address that in the context of the conversation today. So, any other questions you can think of?

PATTY: No. I can't wait to see the plans.

SCOTT: Do you guys want to get started?

ROY & PATTY: Yeah.

SCOTT: All right, let's go ahead and get started! All right; if you recall, the last time we got together I made five commitments to you, and you made four commitments to me. Let's take a moment and review those.