



Profiles of Good Longevity Training Prospects

Summary:

This document is designed to provide some guidance on the types of persons who will be good candidates for buying longevity training, selling it, and/or becoming Longevity Coaches themselves.

1.0 The Professional Market

A good potential client in the health and holistic professional market will have the following characteristics:

- Is at least open minded to the potential importance of integrating spirit/mind/body for optimal health
- Has an existing health related practice they would like to expand and is looking for new skills to do that.
- Wants to start a new career as a Longevity Coach
- Wants to add a well organized philosophy of Long Term Health to build a framework for their existing skillsets.

2.0 Sales and Income Focused

Successful Sales Skills vary but all involve this ability:

To make an emotional connection with potential clients, not just facts and figures.

This sale is very much about the potential client being able to visualize how this training will help their own long term health, their clients, and that many people will want to buy it.

Types of specific sales skills needed include:

- Want to build their own business selling a product which will help others
- Want to manage their own multi level network
- Enthusiasm and Energy
- Ability to do lots of follow-up calls and build a "Sales Funnel"
- Can set a disciplined schedule to generate leads, prospects, and sales
- Willing to develop a basic understanding of the concepts we teach in our training

Able to do one or more of these methods to sell:

- Direct contact on the Phone/Skype from leads generated by different methods
- Networking in person and getting prospects excited about why they should sign up

- Building online "Sales Funnel" Affiliate websites and directing traffic to make sales all online
- Holding live presentation events.

The ability of a prospect to develop their sales by the above skills and techniques will help them to become successful.

3.0 Address Individual Needs

This is the group of people who will want the training to meet their own long term health needs.

This group falls into three categories:

1) Chronic Illness

Those persons who have chronic disease issues. Our training can help reduce the pain and severity of those conditions and provide them a plan to keep improving over time. Audience is usually 35+ who will have these issues in their lives

2) Younger People

Young adults who feel they lack "Personal Freedom" may find what we teach liberating.

There is a whole sales page under the "Training Options" menu and the tab "Personal Freedom" which addresses these issues in more depth

3) Longevity Motivated

People want to improve their overall long term health and longevity.

Primary prospects would be persons certainly over age 35 and more like in their forties/fifties, and older.

These people will get a lot of value from this training since it will teach them how to optimize their long term health.