**Activity Details**

· Break out into 7 Advantage groups – assign speaker/scribe.

· Each group will be assigned 1 Advantage.

· Prepare a pitch for a prospective client using your assigned Advantages demonstrating how, How to Fascinate® is the perfect solution to their problem.

**§How would you pitch the value of the HTF system?**

**§Highlight key characteristics that this Advantage would demonstrate.**

**§Write a 2 – 3 sentence pitch using your Advantage.**

**References**

· Participant Workbook: Page 10-17

**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.

**Sample using Prestige**

You want to improve customer service, product quality, productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results. Employees disconnect from their work and teams, silos form, conflicts emerge and customers get impacted. You want a team that`s connected to a common goal, working together collaboratively and cooperatively.

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 team’s strengths, identify hidden patterns and tap into your team’s 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 it's one that’s been built reputation on of trusted experts, principle and purpose.

**Groups**

**Passion + Mystique:** Janelle, Guido & Michael

We understand that you would like to transform your current team to a team that is sincere and has dedicated employee engagement. And as long as you have that challenge your team will be performing below their possibilities,

I understand having a team that is not collaborating can have a huge impact on the dynamics of group. That in turn can effect the bottom line of your business...and lets face it a bad bottom line is not pretty. The HTF program will bring the team together with a focus on communication styles. Past participants really love knowing how they add value to a team. This is a proven tool in fact this has been used with a number of high profile organisation like Twitter, Starbuck & Intel. Let’s face it people are always interested to learn more about themselves. I would be happy to give you a complimentary profile assessment if you need to show your.

This will drive better team work and communication.

People will find more meaning in their work and

productivity and ultimately make more money. But things get in the way. In this competitive, fast paced and noisy world people get distracted from their goals and from what's really important. When this happens it impacts your company and results.

**Power + Alert:** Ellen, Tony & Tine

Key characteristics of Power:

Ambitious, results driven people. Lead with authority; decisiveness

I want to take time to discuss a new assessment tool that could help your team achieve greater results through leveraging everyone’s strengths to create out of the box solutions to your clients problems. The goal of this meeting today is to hear what your clients are struggling with and for me to educate you on the Fascinate tool and show how it can address these pain points. Is that something you would be interested in hearing more about?

Key characteristics of Alert:

Calmly into the details; focus on the problems to avoid; set clear expectations.

My understanding is your goal is to improve work product and employee engagement. The survey reveals your employees are unhappy and disengaged. I would like to share with you a revolutionary tool that can boost employee morale, productivity and collaboration. I would like to go through this tool in detail with you. Would you be interested in taking the assessment yourselves so that we could highlight the benefits your company could realize from the Fascinate tool?

**Innovation + Trust:** Robyn & Gagan

**Pitching to an Innovation**

Hey Robyn:

You have been searching for innovative ways to bring your team together! Your desire to create a High Performing Team is a possibility with this cool and an unconventional tool call the Fascinate Advantage.

Fascinate was created by the most innovative brand creator of all times — Sally Hogshead. The system is based on the Science of Marketing, offering unconventional ways to build teams, and improve performance! I know you are always looking for new ways that can add diverse perspectives to your team, and to bring them together for collaboration and cooperation.

Brings a Creative approach to creating High Performance Team. Fascinate offers an Unconventional way to team collaboration and effectiveness.

New techniques, New perspectives.

Focus on big-picture.Create new dynamic within the team.

Trust:

stable, reliable and predictable

proven methodology step by step system

based on over a decade of research

tested on over 1 million professionals, pioneered by the branding expert Sally Hogshead

credible, and relatable to other trustworthy clients in the field.

I understand you are looking for a reliable and predictable way to improve your customer engagement and product quality within your company. I would like to introduce you to a tool that can help solve your current challenges that has proven methodology and is based on over a decade of research. The How to Fascinate program has been tested on over 1 million professionals and has been delivered to organizations like Cisco, GE and Intel.