



The ExitMap® Guaranteed Onboarding Process

Thank you for considering the ExitMap as an addition to your consulting or advisory practice. The ExitMap is different from any other business assessment tool, because we guarantee results. If you follow our onboarding schedule and don't sign a new advisory engagement in your first 60 days, we will refund your entire investment.

The process only takes a small commitment of time, but will have a huge impact on the success of your practice.

Orientation

- **Subscribe:** Welcome to the ExitMap! Your ExitMap Advisor's Guide and a copy of *Your Exit Map: Navigating the Boomer Bust* are sent to you by mail. Your Advisor's Guide is an index to our training videos.
- **Business Development Coach (BDC).** Your experienced coach will help you with navigating your ExitMap webpage and walk you through a sample test drive. In addition, they will review report customization and your directory listings. Your BDC will also review the marketing resources available on your ExitMap® website, the "14 Touches" email marketing campaign, "Quick Hits" videos (for Express subscribers,) and referral marketing process.

Start-up: (Begin your 60-day warranty period.)

- **First Client Prep Meeting.** Your Business Development Coach will work with you step-by-step to review your client's specific reports. Your coach will answer any questions and help you prepare for reviewing the results with your client.
- **First Client Debrief.** Following the meeting with your first client, your coach will meet with you to review the process and discuss what went well and what did not, to ensure your next client goes even more smoothly.

Your first ExitMap engagement

While The ExitMap is a marketing tool, it can't do your marketing for you. We will offer guidance in featuring the Assessment on your website, as well as emailing and approaching referral sources. We will give you all the tools you need to succeed. Your responsibility is to arrange three (3) prospect meetings (either remotely or in person) in the next two months. We will help you every step of the way.

The fine print. There are no catches to our money-back guarantee, but as with any warranty, there are conditions. You must schedule the necessary meetings with both your BDC and at least three prospects within the prescribed time frames. If you don't, please don't ask for your money back. Cancellation of your subscription would include removal of your custom webpage and directory listing.