



7 C's To CORPORATE YOGA

HOW TO MAKE A HUGE DIFFERENCE
IN PEOPLES LIVES AND TO YOUR
INCOME BY SETTING UP
ONSITE YOGA PROGRAMS
FOR COMPANIES

- 1** CONTACT MAP – WHO YOU KNOW; WHO THEY KNOW.
- 2** COMPANY LIST – DEVELOP A LIST OF QUALIFIED COMPANIES OUT OF YOUR CONTACT MAP
- 3** CALL DECISION MAKER
- 4** SEND COLLATERAL MATERIAL – FLYERS, BROCHURES
- 5** COLLABORATION – MEET FACE TO FACE
- 6** CHOICE: FREE CLASS – OFFER A FREE SAMPLE
- 7** CONTRACT – GET THE AGREEMENT

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Go through your Contact Map (also called “sphere of influence” and list everybody you know. Networking experts say that we know at least 250 people. From this list, start letting the people in your

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world – the ones who love, care about you, know you and trust you – know what you do and begin asking them for corporate leads.

Develop Your Leads List.

► Write down the companies you want to contact listing the company name, a Contact name and their phone number. Most of these will be people whom you know or who have been referred to you by doing step It’s amazing how many people will refer someone they know to you. Additionally, there are many

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sources to help you research and locate the companies in your area. They are listed in the Metro Advantage manual. Complete your Referral List Builder to help you with finding direct leads into companies you want to work with. See Bonus #1. Referral List Builder.

Call the leads and contact the decision makers for that company. Begin to document and maintain your prospecting activities on a Prospecting Sheet.

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This is part the Metro Advantage Business, Marketing and Sales training manual.



Contact the decision maker and have a conversation. Get agreement to send them your collateral materials – flyers, cards, information about you and your programs. Send information about your program being sure that your message has massive meaning to them and is ‘in their world.’

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See the Bonus E-book “How to Get Noticed” for more insight in how to do this. Make follow up calls and send additional information – build the rapport and the relationship.

Get an agreement for a face to face meeting. This way you can collaborate about the company’s needs, interest level and possibility for bring them your program.

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Prepare your Needs Analysis being sure to keep the conversation around their needs and your solutions.

Get agreement for a complimentary class/session.

6

Prepare a formal proposal (template available in Metro Advantage manual).

Get an Contract/Agreement signed (template available in Metro Advantage manual).

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Set up the session dates, the specific location and the sign up sheets.

Organize the internal promotion so that employees know about the new program – especially for the free session. A step-by-step process for doing this is in the Metro Advantage manual. Stay in contact with your company contact. They are your champion on the inside.