

Ending The Consultation

Ending The Consultation: After the CARE process



2. Walk through the Consultation Pack

- The client *Consultation Pack* is a collection of assets to be left behind with the client when you leave the consultation, to help them remember School is Easy
- We use the *SIE Presentation Folder* (see image) to store the contents of the pack
 - Note – this is different to your own consultation kit which you use to conduct the consultation
- Always walk the client through the contents of their consultation pack
- The consultation pack should always include the following:
 - a *Welcome to School is Easy* letter
 - a referral promotion leaflet and print collateral (see referrals above)
 - your business card and some promotional collateral (such as a pen, bookmark, fridge magnet, etc.)
 - a list of the School is Easy benefits / value proposition
 - any educational collateral you think may be valuable to the family (blank copies of the learning style assessment/academic quiz/building blocks activity, one of our educational blogs, information on executive functioning skills, tips on home learning, etc.)
 - a list of testimonials from satisfied clients
 - a case study of a client success story



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 - Providing the client with valuable content will help avoid buyer's remorse
 - Buyer's remorse describes the feelings of regret that a consumer may feel after making a purchase
 - It will also help to further establish you and your brand as a trusted advisor and drive referrals for new business
 - So, ALWAYS leave a consultation pack with the family whether they enroll or not