

IDENTIFYING CLIENTS' NEEDS

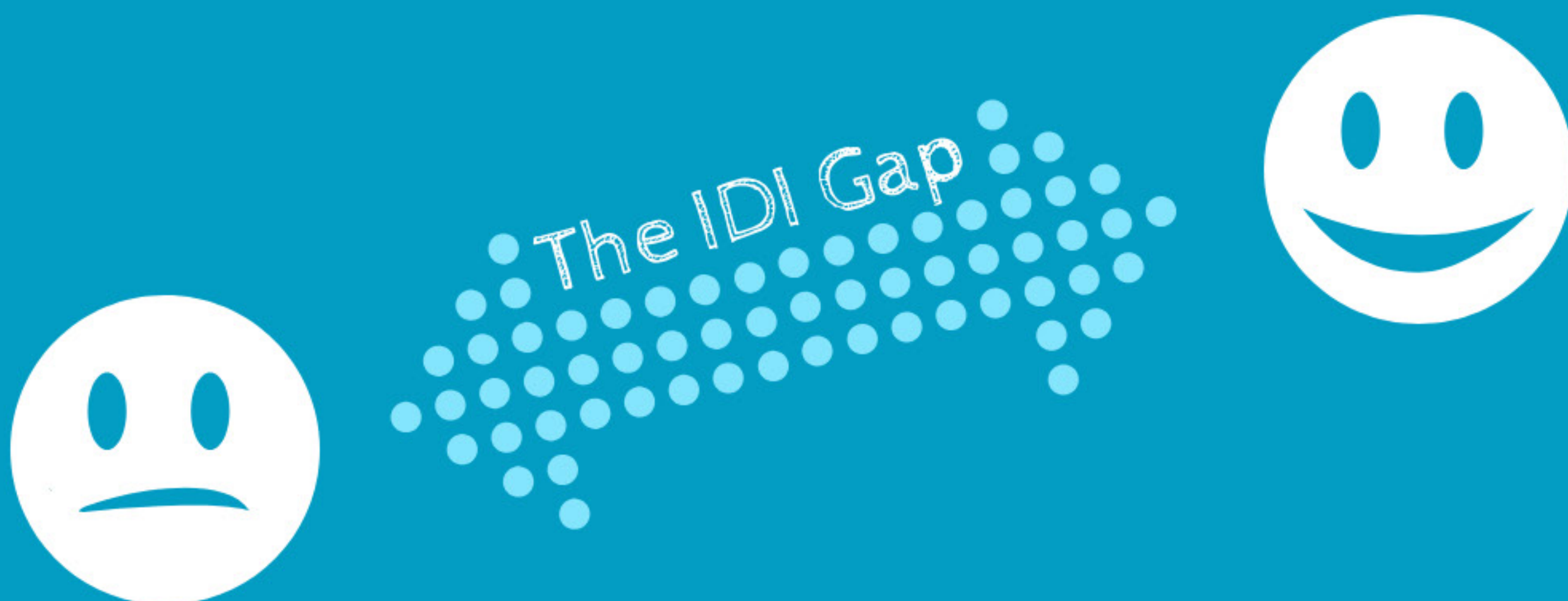
IDEAL

Discover the Client's Ideal Outcome



DIFFERENCE

Illustrate the Gap Between the Now and the Ideal



IMPLICATIONS

Explain the Implications of their Decision



The Negative Implications
of Staying the Same

Vs



The Positive Implications of
Achieving their Goals

