Clarity Prospecting Funnel – For Field Partners

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Look for leaders in *operationally complex, growing businesses* where things are busy but not flowing. These are **CEOs, COOs, or senior leaders** feeling friction: good people in place, but **misalignment, silos**, and **execution drag** are slowing them down. Also keep an eye out for connectors who have direct access to those kinds of decision-makers.

Identify the Right People

Business owners, CEOs, COOs, Executive leaders, decision-makers, connectors a referral partners

↓

Generate Interest

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Share Key Intro Assets

- Clarity Principles Book
- Clarity Scorecard

The *Clarity Principles* book is a **powerful edifier** that **validates the framework** and leaves a **lasting impression**, far more than a business card. Most recipients say, *"This book was talking about my company."* The only challenge is getting them to read it, but when they do, they're usually **open** and **ready for a real conversation.**

The **Clarity Scorecard** takes just *2 minutes* and often creates an immediate *"oh sh*t"* moment. The average score is around **52%**, making it a fast way to reveal *hidden friction*. After someone completes it, let **Mike** know and he can send you their captured their results so you can review and follow up.

Follow-up is where interest turns into action. You've shared the assets, now keep the conversation focused on their **friction points** and how Clarity achieved the **Clarity Success System™** solves them *without tearing out what's working*. Once they **recognize the problem** and see the *simplicity of the solution*, they're ready for a **Workshop**.

Follow Up (1-2 Weeks Later)

- "Work With Troy" Page
- Why Clarity Principles Was Written
- Offer walk through of scorecard results

Leadership Solutions

- Pricing (varies)
- Leadership Alignment / Development
- Carve out from full CSS
- Fall back to if not yet ready for full CSS

Clarity Workshop

- ($2500) 2.5-hour Discovery
- Surface friction / pain points
- Not solving, surfacing
- Tee up for Accelerator

Leadership Solutions is for organizations that see a need for *leadership development* but may not yet be ready for the full **Clarity Success System™**. This path allows you to carve out *high-impact leadership offerings*. Offerings such as *team alignment sessions*, *management training*, *retreat facilitation*, or *ongoing leadership development*, all grounded in the **Clarity Principles** framework. Unlike traditional leadership training, these engagements connect *leadership growth* to *daily execution* and leave behind a *system that continues to guide decision-making*, even if individuals move on. *Scope and pricing are flexible*. **Work with Mike** to shape the right solution for each opportunity.

The **Clarity Workshop** is the *gateway offer*. It stands alone in value but often leads to deeper work (*leadership initiatives* or the full **Clarity Accelerator**). It's typically an *onsite session* with **3–5 leaders** who've completed the **Scorecard**. As facilitator, you guide them through the **Clarity Workshop deck**, *surface friction (not solve it)*, and help expose *costly misalignment*. It ends with a **Gap Analysis** delivered *within two days* of the workshop and a natural pivot: *"You can take this and run, or we can bring in the full* **Clarity Success System™**.

Clarity Accelerator

- Full **Clarity Success System™**
- $15K: 3-month implementation
- $25K: 6-month engagement
  > *(includes additional support)*

The **Clarity Accelerator** is the current premier offering. This is where the full power of the **Clarity Success System™** is brought to bear inside the business. The fast-tracked version is a **3-month implementation** priced at $15K and designed for organizations that want to move quickly and decisively through the framework. It focuses on high-impact execution and leadership alignment without unnecessary layers.

The **$25K version** is a more comprehensive **6-month engagement**. It includes the same core 3-month implementation, with additional time dedicated to addressing the most critical areas of friction in more depth. It also provides **additional post-implementation support**, helping the client embed the **Clarity Success System™ methodology**, drive adoption, and build internal ownership. This extended support often makes the difference between short-term momentum and lasting transformation across the business.

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