LESSON 7

The Staying-Put Card

Get the outcome in their words. Price what doing nothing costs, in their units. Say the money in their terms. Then stop.

1 · Name the outcome

Ask: "A year from now, if this went really well, what's different for you?" Then be quiet. Write the answer word for word.

Example (made up): a roofing owner. "Steady work. I can stop laying guys off every winter."

Account (role only, names changed)	The outcome, in their exact words

2 · Features → outcomes

Say the feature, then "so you can...". Can't finish the sentence? Leave that feature out.

Example: "Same-day certificates, so you can... never miss getting on a job site."

Feature	So you can...

3 · Price staying put

Their numbers, their units, real math. Don't know the number? Find it together and give a range, not the best case.

Example (made up): two missed bids = about two months of one crew's work, every year the mod stays up.

What staying put costs (their units)	Their number / range	Where it came from (their bid list, calendar, loss runs)

4 · The dollar figure, in their terms

Write the dollar figure here. Out loud, say what it buys: a remodel, bonuses for the crew, another location, a new manager.

Dollar cost of staying put (on the card only)	What it buys, in their words
$	

5 · Their money, their calendar

Before you show a price, ask: When does the money go out? Who signs off? What would make this a bad year, even if the price is good? Every product has its own January: a renewal date, an audit, a deposit.

When does the money go out?	Who signs off?	What would make it a bad year?	Their "January"

6 · Five-day log and Friday review

Keep your Morning Dig, opener and tally. Ask the year-from-now question on every new conversation. Friday: read one priced account to your manager. Whose words? Whose numbers? Did you stop?

Day	Conversation (role only)	Their outcome, word for word
Mon		
Tue		
Wed		
Thu		
Fri review		

Educational material only. Not legal, tax or insurance advice. Examples are fictional or have details changed. Keep the client's dollar figures on your card; say them out loud as what they buy. Optional: one affordable bundle of workbooks and trackers, one price, coming to ronnieodell.com. This worksheet and every lesson stay free.