CHAPTER 20 IMPLEMENTATION STANDARD • PHASE 2 SPRINTS

SOP-CH20-SPRINTS5-8

Sprints 05–08 Client Acquisition & Consultative Surgery Implementation SOP

Standard Operating Procedure for Phase 2 of The X Execution Protocol™ (Days 31–60). Detailed scripts, protocols, and rubrics for Sovereign Profile Optimization, Organic Prospecting, 7–Minute Triage, and 45–Minute Enrollment Surgery.

SOP ID	SPRINT PHASE	CONVERSION TARGET	CALL DURATION
SOP-CH20-SPRINTS5-8	Phase 2 (Days 31-60)	40%+ Close Rate	45 Minutes Max

1. SPRINTS 05–08 OPERATIONAL PIPELINE ARCHITECTURE

ACQUISITION FUNNEL

Client acquisition in sovereign coaching is never about high-pressure selling. It is about forensic diagnostic surgery where you identify the prospect's root bottleneck and offer enrollment only if you can guarantee radical transformation.

SPRINT	PIPELINE STAGE	CORE STANDARD	CONVERSION METRIC
Sprint 05	Authority Profile	Clear Identity & Crucible Bio	Profile views converting to DMs
Sprint 06	Organic Signal Radar	S-T-O-R-Y-X™ Authority Posts	3–5 Inbound inquiries per post
Sprint 07	7–Minute Triage	Diagnostic chat qualifying criteria	60% Triage-to-Surgery booking rate
Sprint 08	Consultative Surgery	45–Minute Diagnostic Consultation	40%+ Enrollment close at ₹1.5L–₹3L

2. THE 7-MINUTE DIAGNOSTIC TRIAGE FRAMEWORK

CONVERSATION SCRIPT

When a prospect comments or messages, never send a generic booking link. Conduct this 3–question diagnostic triage first:

01

Acknowledge & Mirror Context

'Thanks for connecting, [Name]. Noticed your comment on the commodity coaching trap. Are you currently running 1:1 sessions or building a cohort model?'

02

Isolate The Bleeding Bottleneck

'What is the primary constraint holding back your revenue from reaching ₹5L–₹10L/month right now—lead flow, offer differentiation, or delivery burnout?'

03

Determine Commercial Urgency

'How long has this bottleneck been costing you revenue, and are you actively looking to engineer an architectural fix this quarter?'

04

Extend Diagnostic Surgery Invitation

'If you want, I have 45 minutes on Thursday to do a forensic tear-down of your offer positioning. Grab a time here: https://event.thebusinesseutopia.com/call-booking.'

THE DISQUALIFICATION RULE

If a prospect blames the algorithm, complains about fees, or refuses to do the prep work, disqualify them immediately. A sovereign practice only serves decisive leaders.