MASTER TOOLKIT • APPENDIX B

# The Diagnostic Consultation Script

The verbatim, step-by-step conversational choreography for leading high-ticket discovery sessions without slides, pitch decks, or manipulative pressure.

## PART 1: Frame the Arena (Minutes 1–3)

FRAME CONTROL

“Thanks for dialing in today, [Name]. The purpose of our session is very straightforward: we are going to look under the hood of your [pipeline / career / presence], identify the single largest bottleneck holding you back, and determine if our architecture can solve it. If there is a natural fit, we can explore an engagement. If not, you walk away with the exact diagnostic blueprint. Does that sound fair?”

## PART 2: Forensic Interrogation (Minutes 4–18)

DIAGNOSTIC SURGERY

- “Walk me through your numbers over the past 6 months: what is your baseline volume?”
- “Where specifically do prospects or interview panels drop off?”
- “What have you already tried to fix this, and why did it fail?”
- “If nothing changes and you repeat this exact pattern for another year, what does that cost you?”

## PART 3: Mathematical Bleed Quantification (Minutes 19–26)

MATH BLEED

“Let’s look at the mathematics together. You are currently losing [X drop-offs per month]. At your average ticket of [₹Y], that means your current bottleneck is costing your enterprise [₹Z Lakhs] every thirty days. You don’t have a traffic problem; you have a systemic conversion hemorrhage.”

## PART 4: Sovereign Prescription & Close (Minutes 27–35)

THE CLOSE

“Based on what you’ve shared, we solve this through [Signature Offer Name]. It is a 3-phase, 90-day intervention. We fix the baseline in Phase 1, rebuild the core engine in Phase 2, and calibrate scale in Phase 3. The investment is ₹1,50,000 upfront. We have two spots remaining for this month. Do you want to take one of them?”

(Then remain 100% silent until the prospect speaks first).

### THE SILENCE RULE

Whoever speaks first after the price drop loses status. When you state the investment and ask for the commitment, do not justify the price, do not offer payment plans, and do not fill the dead air. Sovereign authority is held in silence.


THE BUSINESS EUTOPIA • ALL RIGHTS RESERVED