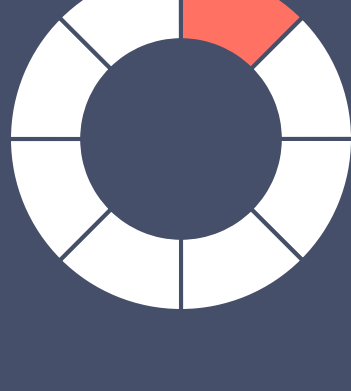


CRC Networking Super Highway Client Journey

Timeline + Milestones



Phase 1

Call 1 (45-60 minutes)

- Set up sales navigator (subscription ~\$80) live with your coach - we walk you through the setup
- Education in real-time
- Installation of technology and search criteria
- Define goals for search criteria
- Create and save lists of thousands of decision-makers to target

Call 2 (45-60 minutes)

- We walk you through setting up the automation tool (subscription ~\$20)
- Run campaign #1 to connect with decision-makers
- We create customized messaging for you
- Target audience (coach takes over screen)
- Up to 840 connection requests per week

Deliverables From Phase 1

- Coaching session
- Minimum of 4 different lists of search results saved
- Connection campaigns running / gaining new connections, daily
- We have segmented your list based on industry, size company, geo location & function
- Customized messaging
- Recordings of sessions 1 and 2

Key Benefits From Phase 1

- Clarify target audience (function, industry, etc.)
- Define your search
- Can run first campaign
- You will already have new leads and connections
- You will be in the position to get appointments for meaningful conversations with the right people
- Your system (initial part) is up and running in phase 1
- Begin customized messaging to new contacts

Call 3 (45-60 minutes)

- Walkthrough CRM automation tool
- Develop follow up messages
- Create follow up campaigns

Call 4 (45-60 minutes)

- Send out follow up messages to people that say yes to connection;
- We coach you on how to find and best reply to decision-maker messages within LinkedIn

Deliverables From Phase 2

- Follow up campaign (for each audience)
- Coaching call 3 and 4

Key Benefits From Phase 2

- You are setting up conversations by this phase
- Better understanding on how to use the new automation platform
- CRC will write customized templated messages
- You will save tons of time & gain effectiveness
- You will know your daily action plan
- CRC will help you with your selection (who you do and don't want to speak with)



Phase 2



Phase 3

Call 5 (45-60 minutes)

- Review stats to determine connection percentage
- Are we getting 30% connection rate?
- Answer questions
- Optimize by tweaking messaging and LinkedIn profile

Deliverables From Phase 3

- 30% target connection rate
- New connections - up to 250 more per week
- Coaching call 5

Key Benefits From Phase 3

- 3-4 customized messages to your target audience
- You will now have very qualified leads that know you are looking for a role and they are interested in talking with you
- You will see an influx of conversation (exploratory interview) requests

Call 6 (45-60 minutes)

- Your coach will teach you how to prepare for these conversations and exactly how to control the flow of each exploratory interview
- Your coach also teaches you the questioning strategy that will position you as an expert in what you do
- Elevator pitch introduction - "tell me about yourself"

Homework - choose 3 critical stories/core strengths

Deliverables From Phase 4

- Coaching call 6

Key Benefits From Phase 4

- Learn to be more relevant and likable in interviews - the magic combination
- Know how to lead hiring managers to create a position for you
- Know how to answer the question, "Tell me about yourself"
- You'll know how to guide/control conversations



Phase 4



Phase 5

Call 7 (45-60 minutes)

- Develop 3 critical stories for interviewing with the help of your coach
- Create new lists of audiences to target

Homework

- Gather stats
- Conversations per week, is pace ok?
- Right amount of calls? Adjust activity accordingly

Deliverables From Phase 5

- Pace adjustment
- Statistics check-up
- Coaching call week 7

Key Benefits From Phase 5

- You will know your 3 core strengths
- 100% prepared for any conversation with audience
- Learn to build Rapport
- Learn to best research companies prior to calls (new ways)

Call 8 (45-60 minutes)

- Flesh out and refine conversations
- Overall review of campaigns and efficacy
- Make sure you are talking with the right people
- "Ask me anything: using your coach as a resource"

Deliverables From Phase 6

- Customized Support
- Coaching call 8
- Campaign overview and review

Key Benefits From Phase 6

- NEW level of confidence



Phase 6



Phase 7

Call 9 (45-60 minutes)

- Flesh out and refine conversations
- campaign efficacy review
- "Ask me anything" - preparing you for additional upcoming conversations
- Prepared for different types of conversations
- Learn to source leads from different resources

Deliverables From Phase 7

- Customized Support
- Coaching call 9

Key Benefits From Phase 7

- Master conversations with new audience
- HR, Private Equity Firms, and Recruiters and potential hiring managers from a variety of sources

Call 10 - Final Call

- Wrap up
- Did we get you at least 1000 new connections
- Is connection rate at 30%?
- You are having good conversations with the right people and you know how to continue the lead flow
- Final tweaks to campaign messaging and profile

Deliverables From Week 8 and Program

- 1000 new connections (or we keep working for free)
- 30% connection rate as a goal
- Customized support every day for 8 weeks
- Search technology that belongs to you - with the skillset to expand your network exponentially
- 40 to 50+ new connections a day on average
- 10 Live Coaching Sessions
- Search strategy (24 Filters)
- Qualified lead gen machine (yours to keep)
- Recorded videos of 1:1 sessions
- Customized messaging for every stage of active search
- Success strategy for daily activities
- Unlimited access to CRC for 8 weeks (email, phone, text) in between weekly coaching calls

Key Benefits From Phase 8

- You are now connected with the right people
- You now have a repeatable platform that you own
- You now have a system for lead generation and appointments
- You are now connected with the right people/decision makers, nearly all C-Suite execs, for the rest of your career!

Phase 8

