The ideal 60-minute meeting structure for a retention conversation

Preparation & Approach

Critical Kick Off	**Ask**: Status – Issue – Consequence – Value	**Present**: Feature - Advantage - Benefit	Close	Finishing Touch
5 – 10 mins	**15-25 mins**	**10-15 mins**	**5 mins**	**3-5 mins**
Build Rapport	Discover Key Areas	Communicate Your Value	Provide Summary	(“Now that we’ve been so effective, I can give some time back…) What are you planning for the weekend?”
Gain Authority	Challenge Perspective	Use Inductive Reasoning	Outline Potential Next Steps	
Adapt To Their Personality	Frame Questions	Share, Demonstrate & Educate	Refer Back to Conceptual Agreement	“Out of curiosity… what stood out in today’s conversation?” “What resonated with you most?”
Agree Agenda	Qualify	Trial Close	Book the Next Meeting	
Set Potential Value				
Get Conceptual Agreement				
Pass the Baton by Cluster Questions				

Follow Up

Buying Atmosphere | Objection Handling | Social Proof | Maximise Value