

The VCP Process

PRACTICAL TAKEAWAY

Ask yourself: For each person in this room, what stage are you actually in with them — V, C, or P? What would it take to move one relationship from Credibility to Profitability this month?

Person 1 — name

Current stage (V / C / P)

Person 2 — name

Current stage (V / C / P)

Person 3 — name

Current stage (V / C / P)

One relationship I'll move from C → P this month

Specific action I'll take this month to move them