



# **Authority for AMI Account Managers**

**Stop Being Seen as an Order-Taker.  
Start Leading Like a Trusted Authority.**



# Secure Your Place



Click Here



**QUESTION FIRST**  
FIND THE PATH



**12 Weekly  
90-Minute Online  
Sessions**



**Account Manager  
Authority  
Playbook**



**Direct Feedback  
on Your Client  
Sessions**



**Coaching Platform  
+ Mobile App**



**Weekly Prompts  
+ Extra Coaching**



**A Free Copy of  
My Book**

**RESPECT**



**RETENTION**



**RESULTS**



**QUESTION FIRST**  
FIND THE PATH

# First Come, First Serve

**35 Person Limit**

**3 Limit per team**

**\$3000 for 1<sup>st</sup> seat**

**\$2000 for 2<sup>nd</sup> / 3<sup>rd</sup> seat**



# **Bonus #1: Private Agency Owner Game Plan Session**

## **(First 5 Agencies Only)**

The first 5 agencies to secure their place will get a private one-on-one session with me and their agency owner.

In this session, we'll:

- Define your agency's goals for the program.
- Get crystal clear on what you need to achieve.
- Map how to apply the program inside your agency for maximum impact.
- Have some of the critical conversations with your owner that will accelerate your team's authority.

As soon as you sign up, we'll lock this session in.

# **Bonus #2: The Authority Accelerator Pack**

(Everyone)

A set of quick-hit tools designed to help account managers see results fast and start stepping into authority immediately.

Inside, you'll find:

- The Honest Agreement Talk Track – set clear boundaries and expectations with clients.
- The Pushback Pivot Playbook – turn resistance into authority in the moment.
- Plus other quick-win scripts, tools, and frameworks to help you build authority with your clients right out of the gate.

These aren't theory. They're battle-tested conversation tools you can use instantly to shift how clients see you.

# The Buy-Back Guarantee

## Best Case

You leave this program as the go-to expert in your client relationships, leading every conversation with authority, increasing retention, and enjoying your work more.

## Worst Case

You try it, decide it's not for you, and within 14 days we'll buy it back from you at full price. You keep the materials, and you walk away with new skills you can still use.

# The Partnership Promise

## YOU

If you show up fully—attending the classes, completing the homework, and implementing what you learn quickly with your clients—you'll see results fast.

## US

As long as you commit to the work, we'll match that commitment—and won't stop until you're confident, authoritative, and leading your client relationships.



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**QUESTION FIRST**  
FIND THE PATH



A U T H O R I T Y

# The Account Manager Authority System

Transform Your AMs From Helpful Order Takers Into  
Confident Leaders Who Protect Your Margins and Keep Clients for Life

*23rd September 2025: Exclusive for AMI Agencies*



**QUESTION FIRST**  
— FIND THE PATH —

# Meet Your Coaches...



**Marcus Sheridan**



**Chris Marr**

**How do YOU have to  
show up to get the most  
from the next 90  
minutes?**

# “Real Role-Plays”

# Four Major Agency Threats

Over 75% of the average agency's service model and revenue at risk.

## Paid Ad Services

**90%**

AI will run **90%+** of PPC campaigns with no agency required.

## Web Design

**75%**

AI will handle **75%** of design/build work faster and cheaper.

## SEO

**75%**

AI will execute **75%** of traditional SEO services.

## Social Media

**50%**

AI will manage at least **50%** of campaigns (only creativity provides a buffer).



# Digital Marketing Agencies The Past vs The Future

## The Past

SEO

Paid  
Services

## The Future

Become indispensable  
strategic guides

AI Training

Building & Designing  
Self-Service Tools



# The AM Dilemma

**68% of clients who leave agencies cite a lack of proactive strategic guidance as the reason.**

**(i.e. “Too many “yes people” within the agency space.)**

**(Swydo Report)**

**57% of clients cite poor communication and transparency as the reason they ended their agency partnership.**

# Why is this happening?



**QUESTION FIRST**  
— FIND THE PATH —

**Less than 5%** of AMs have receive  
consistent, organized role-play  
training on how to effectively  
**speak to clients.**

(Quick Poll)

**[POLL]**

**How many times have you received actual “communication” training in the last year?**



**QUESTION FIRST**  
— FIND THE PATH —

**We need to stop  
practicing communication  
when stakes are the  
highest.**

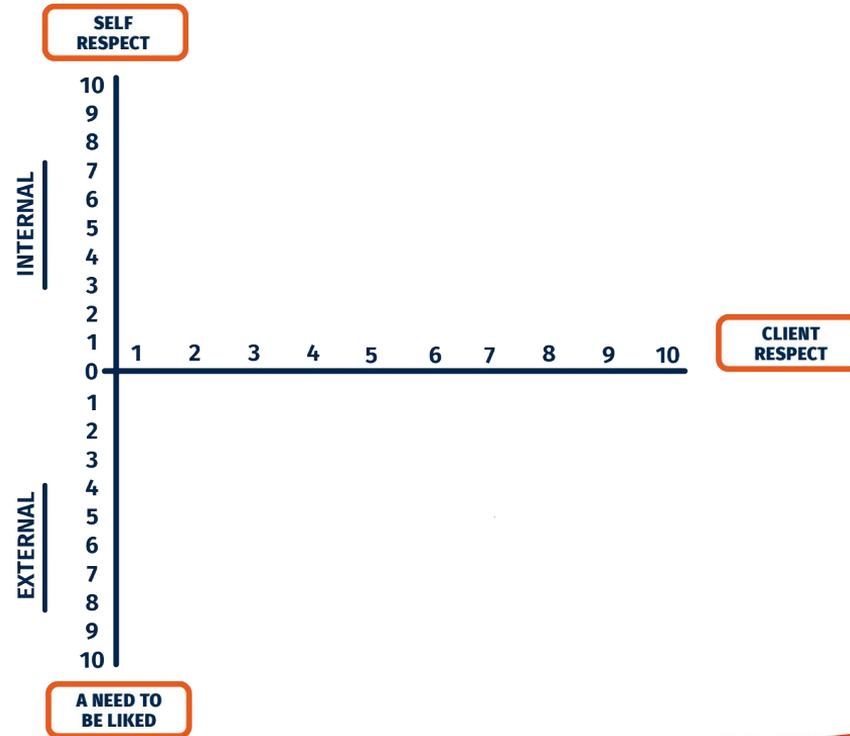
**Until account  
managers become elite  
communicators , no  
agency will reach its  
true potential.**

**We need to stop being “yes  
people” and start being  
seen as a true authority  
and trusted advisor.**

**Have you ever had a time with a client where you didn't say what needed to be said because you were more worried about keeping the client than you were about being honest with the client?**



# The Respect Paradox

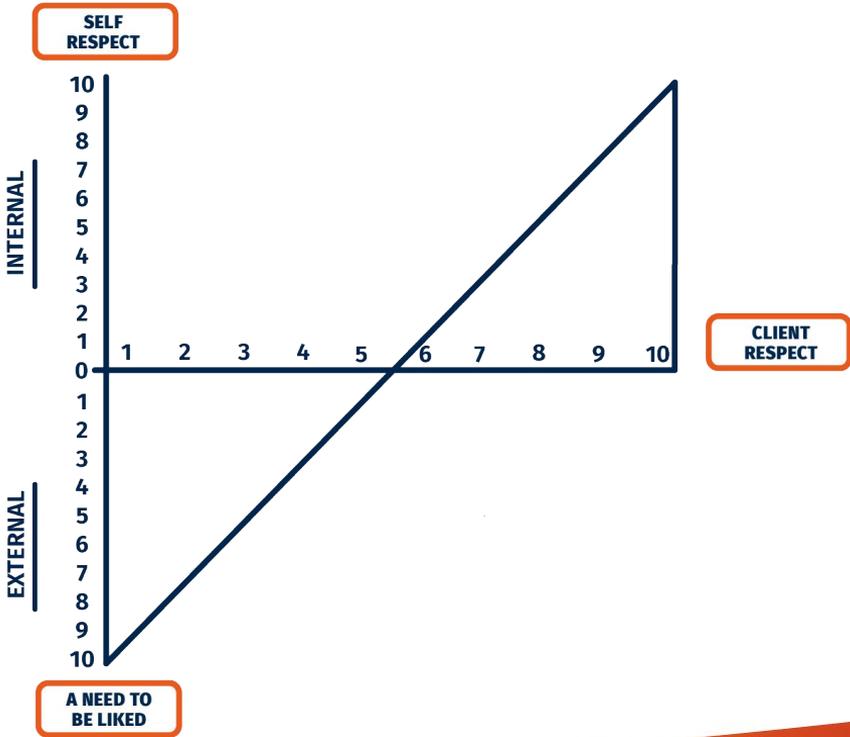


**If you strive to be liked, you risk  
never being respected, ever.**



**QUESTION FIRST**  
— FIND THE PATH —

# The Journey To Authority

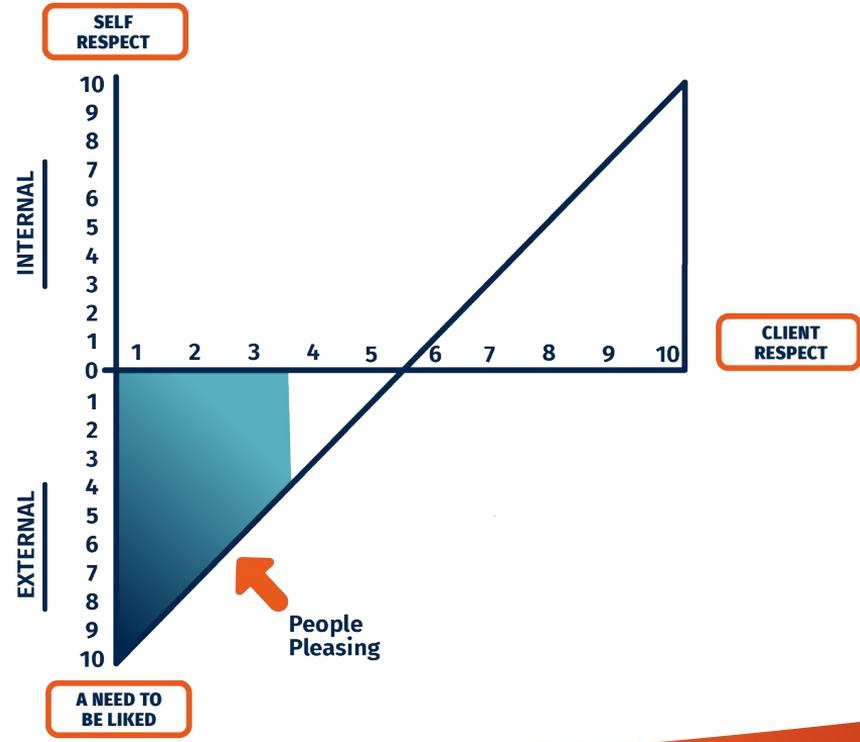


**The level of respect you receive from  
your clients can never be more than  
the respect you have for yourself.**



**QUESTION FIRST**  
— FIND THE PATH —

# The People-Pleasing Trap

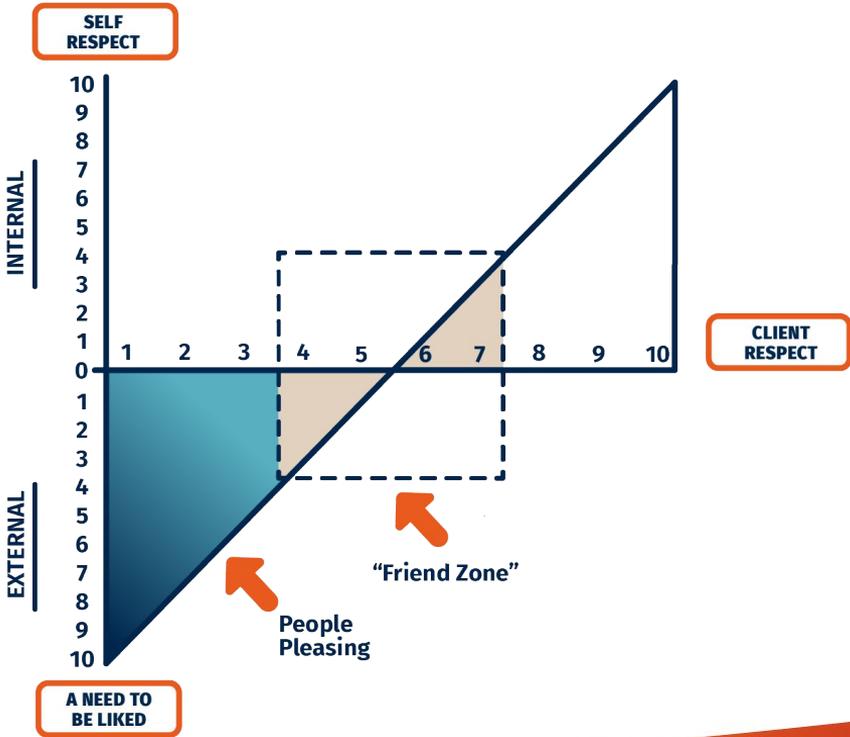


**Your need to be liked is holding you  
and your clients back from being  
successful at the highest potential.**

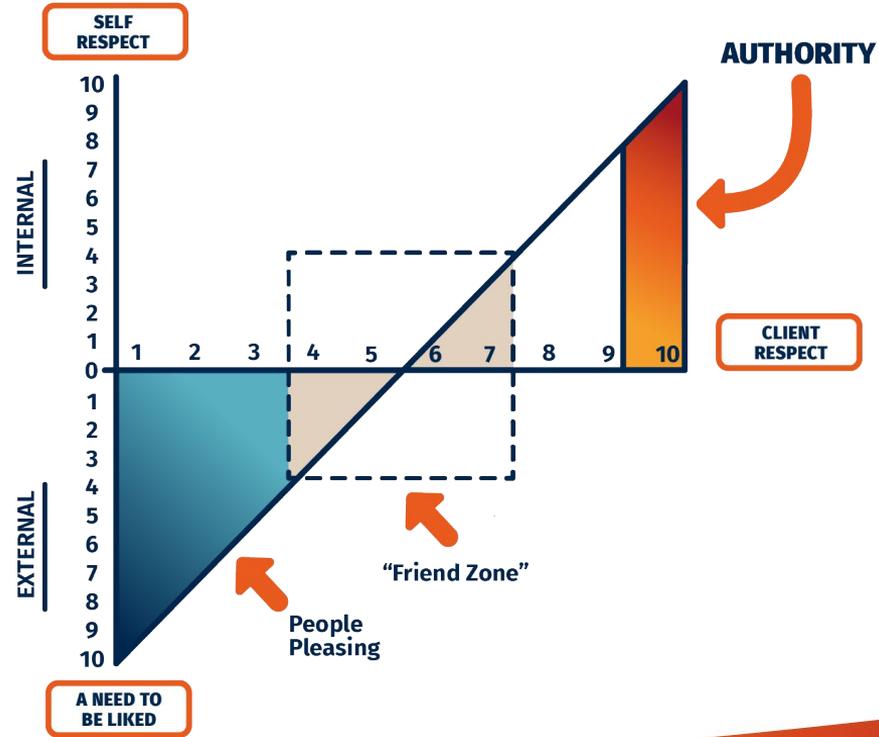


**QUESTION FIRST**  
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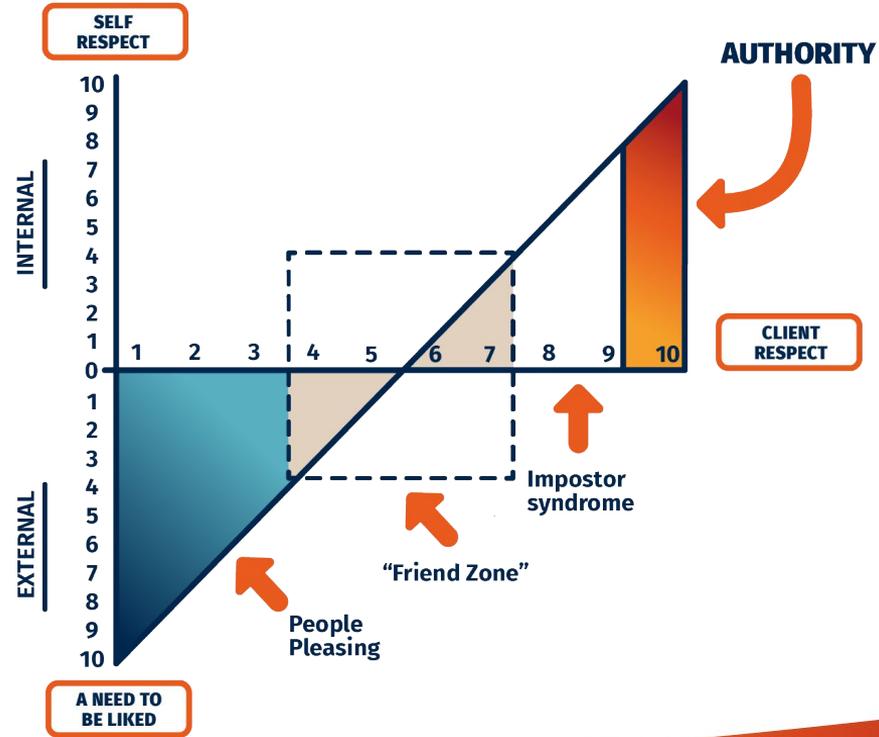
# Escaping the Friend Zone



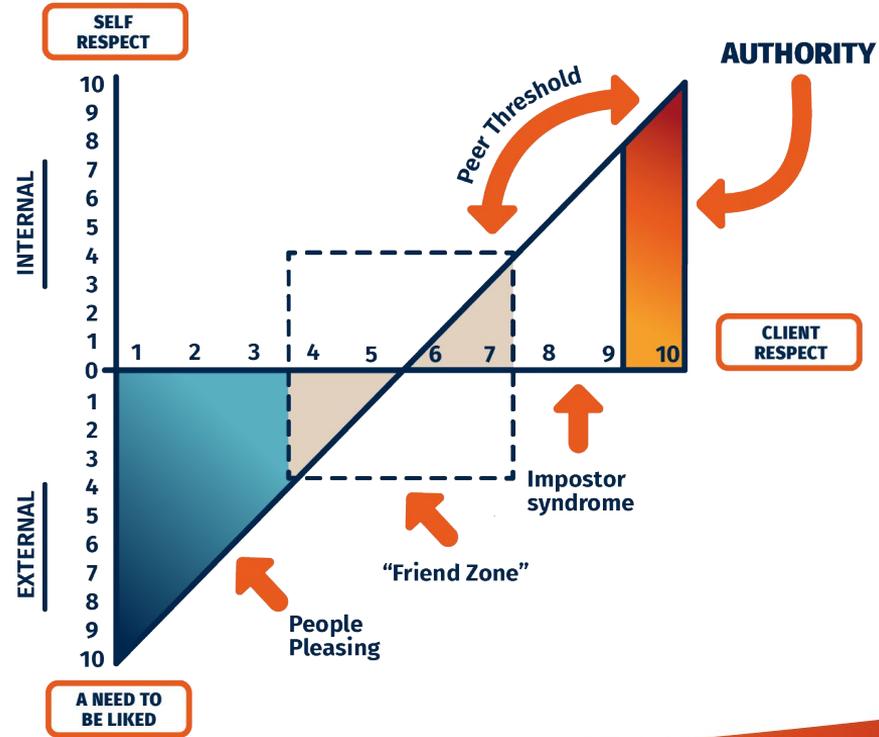
# Breaking through to Authority



# Closing the Impostor Syndrome Gap



# The Peer Threshold: Authority



**The strength of the client relationship is directly related to the number of difficult conversations you're willing to have.**

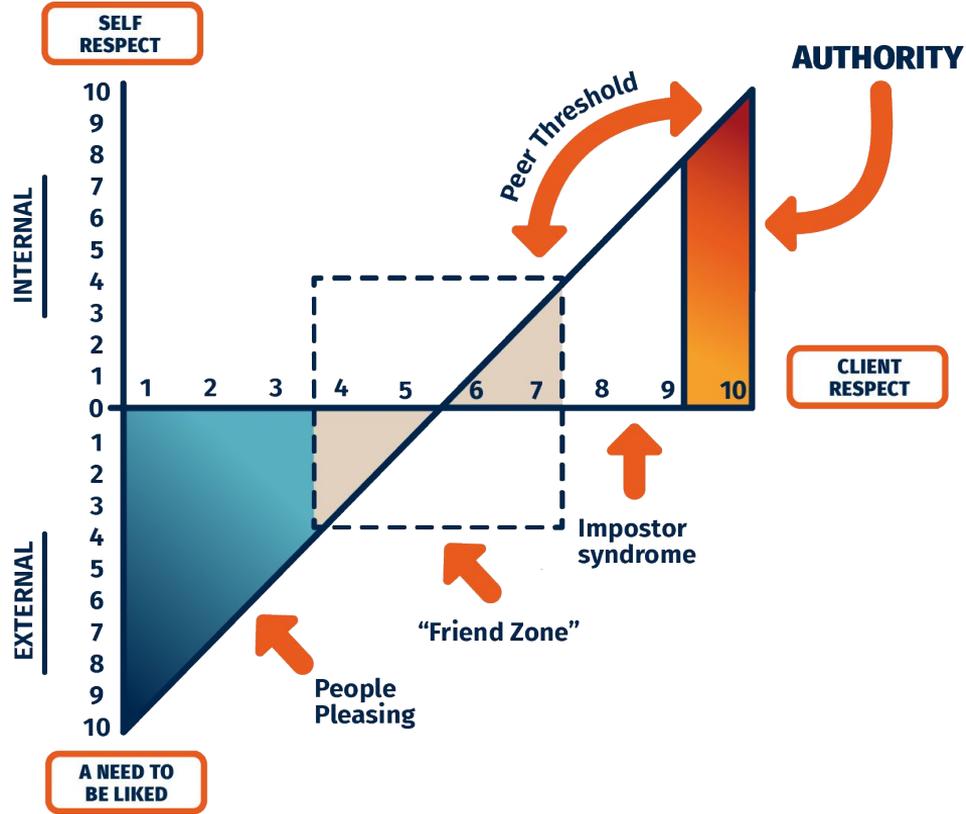


**QUESTION FIRST**  
— FIND THE PATH —

**[POLL]**

**Is there a difficult  
conversation that you are  
currently avoiding with a  
client?**







# The Four Pillars



**Yes, and...**

**Build,  
Don't  
Break**



**Vanguarding**

**Prevent  
Predictable  
Problems**



**Question  
First**

**Ask,  
Don't  
Tell**



**Law of 3**

**To Get To  
Core, Ask  
More**



**QUESTION FIRST**  
— FIND THE PATH —

# YES, AND...

Yes, And... is the practice of receiving any energy or situation - good, bad or ugly - and transforming it into forward momentum that builds progress rather than derails progress.



**Problem: Getting Thrown Off  
When Distractions Appear**

**Solution: Yes, And**



**What's the Yes, And...  
response?**



**QUESTION FIRST**  
— FIND THE PATH —

**The client can't get their camera  
turned on for the session.**

**A key client stakeholder joins the session 12 minutes late.**

**You can't get a dashboard to load  
during a live session.**

**You're in a client session and  
someone gives an answer that  
makes no sense.**



# Build, Don't Break

# VANGUARD

Vanguarding is the practice of foreseeing what could go wrong, being hyper-aware of potential concerns, and resolving them upfront to prevent disengagement, failure or distraction.



**What Vanguards have we already  
used today?**



**QUESTION FIRST**  
— FIND THE PATH —

**What's the clearest sign in your client work that you don't have the authority or influence you need to do your best work?**



**Problem:** Client doesn't respect you from the beginning of the relationship.

**Solution:** The Honest Agreement



# **The Honest Agreement...**

## **For client kickoff meeting**

# The Honest Agreement

1. Importance & purpose of conversation (What is the goal?).
2. My commitment to you (fair?).
3. I'm going to ask you questions you haven't been asked before.
4. Your commitment to me.
5. Verbal agreement.



**“Great to meet you, [NAME], I’m really looking forward to working with you and your team. I’m excited about what we’ve got ahead of us and the results we can create together...”**



**“Before we dive too far in, I want to quickly set up how we’ll work together so we can get off to the strongest possible start...”**



**QUESTION FIRST**  
— FIND THE PATH —

**“One of the most important things for us to be successful is open, honest, and direct communication. That means I’ll always tell you what I really think, especially if I spot something that’s off, if I’m unsure about a direction, or if I believe something could be improved. I’ll never withhold something just to keep things smooth. I’ll bring it up early so we can work through it together..”**



**“Alongside that, you’ll notice that I’ll often ask questions that go a bit deeper than usual, questions that might challenge how things have been done before or push us both to think a little harder. And in those moments, the most productive thing we can do is lean in and work through them.**

**Is that fair to you?”**



**QUESTION FIRST**  
— FIND THE PATH —

**“Great. Now on your side, I need the same honesty and directness from you too. If I ever suggest something that doesn’t sit right, or if I say something that feels off, I want you to tell me. You won’t hurt my feelings...”**



**QUESTION FIRST**  
— FIND THE PATH —

**“In fact, let me ask: If I share an idea with you and you think it’s the worst idea ever—what should you say?”**

**Exactly. Because if you don’t say it out loud, what happens?”**

**Exactly. We don’t want that. The sooner we surface it, the sooner we can solve it.**

**So—can you agree to be 100% open, honest, and direct with me, even when it’s uncomfortable?”**



**What impact would it have  
on your firm if you started  
every client kickoff with an  
effective Honest Agreement?**



**QUESTION FIRST**  
FIND THE PATH

# Increasing client retention

ML

## Client Retained After Financial Discussion

• Sep 14th, 6:50pm BST

I had a session with a client of ours who needed to stop using our services due to financial reasons. I was able to use the FOR/honest agreement/and Question first method to understand where the money issues were truly coming from and help him realize that's by ceasing our services isn't going to help solve his money problem. We came up with a game plan and he's staying on with us!



1 reply ▾



New thread



**QUESTION FIRST**  
FIND THE PATH



# Proactively Prevent Predictable Problems

# QUESTION FIRST



Question First is the practice of thinking, responding, and teaching through questions, creating moments of clarity, ownership, and transformation for others.



**Problem:** When hit with resistance, you get flustered and lose your authority.

**Solution:** The Pushback Pivot

(mirror negative phrase + curiosity)



**Tell me more...**  
**Tell me about that...**

**“I’m super frustrated with our results so far.”**

**“Your schedule doesn't align perfectly with ours.”**

**“Your coworker gave us the opposite advice.”**

**“I know you suggested more ad spend, but we’ve decided to go a different route.”**

**“Our paid ads aren’t working.  
We might need to pause.”**

# The Pushback Pivot



**ENERGY**

**REPEAT**

**DISCOVER**

**DISARM**



**Ask, Don't Tell**

# THE LAW OF 3



The Law of 3 is the practice of breaking through surface-level responses, knowing that real understanding is achieved only by asking successive, thoughtful questions creating transformative moments of clarity and self-discovery.



**How do you know  
you've created a  
lightbulb moment?**



**QUESTION FIRST**  
FIND THE PATH

**Problem:** Surface level conversations that have no value to the client.

**Solution:** Deep initial questions +  
Law of 3



**When you reflect on past relationships with agencies, what didn't go well, and why?**



**QUESTION FIRST**  
FIND THE PATH

**Thinking about the culture  
of your organisation...what  
could get in the way of us  
being successful at our  
highest potential?**



**QUESTION FIRST**  
— FIND THE PATH —

**What would need to be true  
for you to want to continue  
working together?**



**QUESTION FIRST**  
— FIND THE PATH —



**To Get To Core,  
Ask More**

**In Review...**



**QUESTION FIRST**  
— FIND THE PATH —

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Law of 3





**To Get To Core  
Ask More**

**From what you've learned today,  
what's the one thing you're  
going to immediately apply to  
your day-to-day  
communication?**

**Why?**



**This will not be easy.**

**But if you're willing to work, it  
will completely change your  
life.**

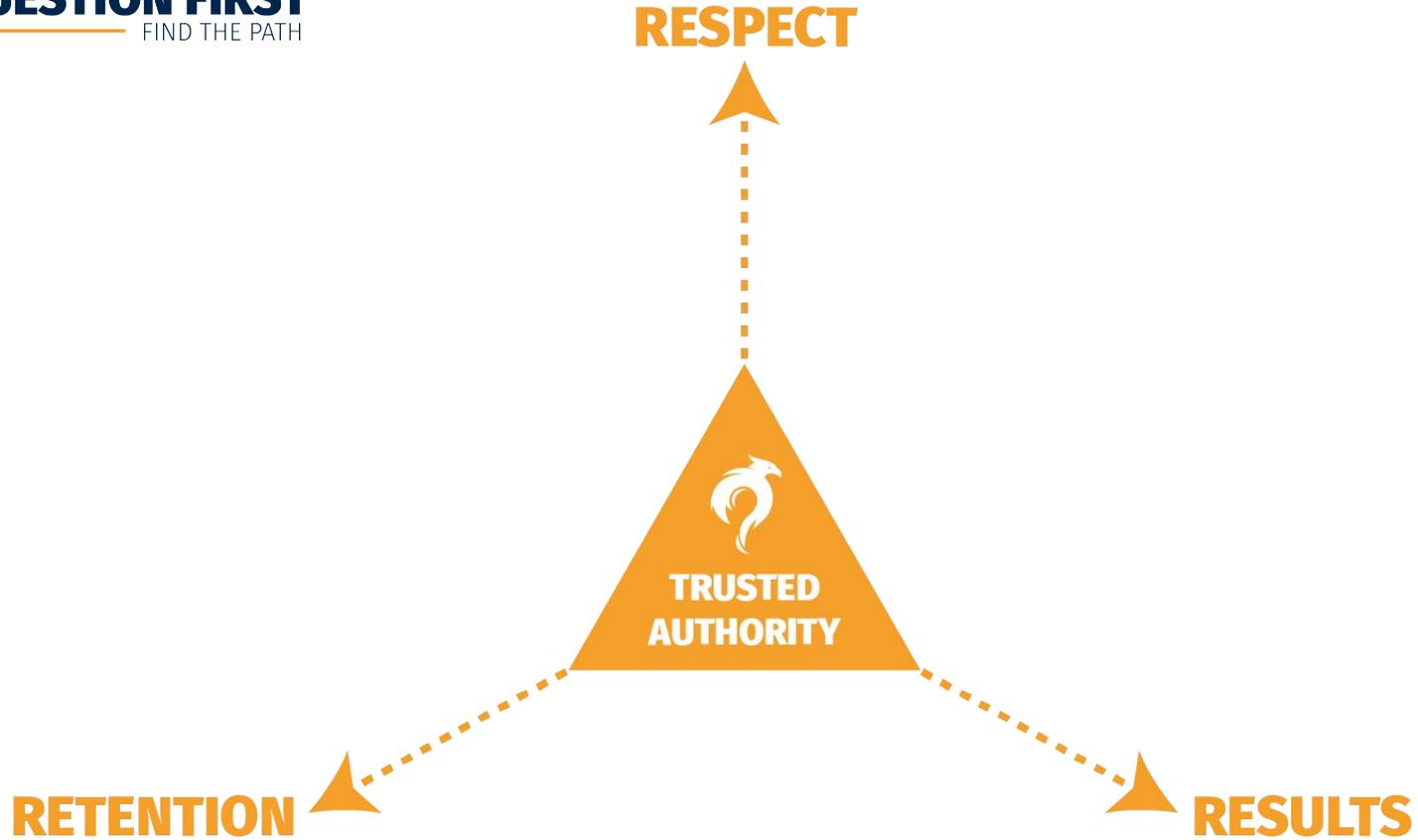


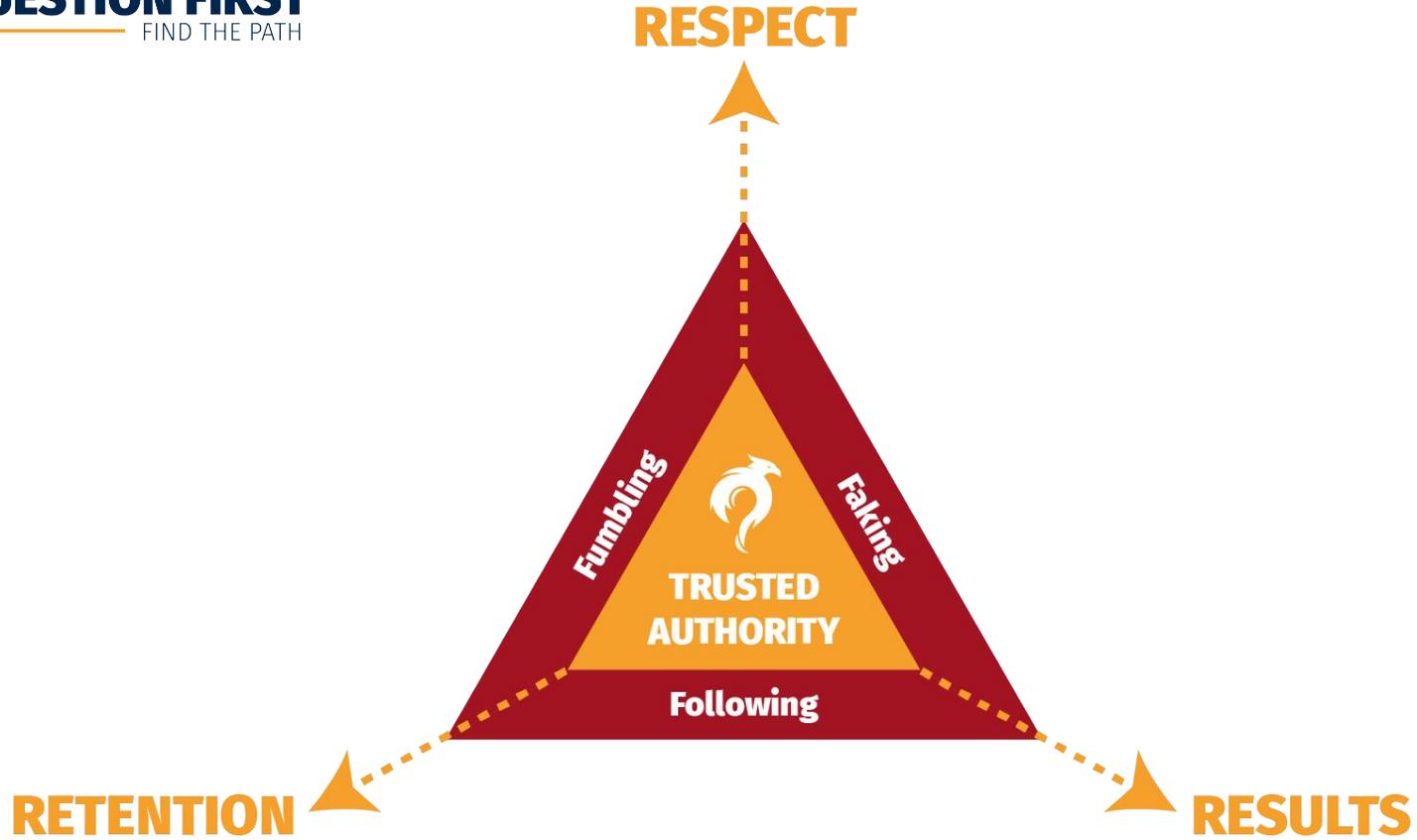
**QUESTION FIRST**  
FIND THE PATH

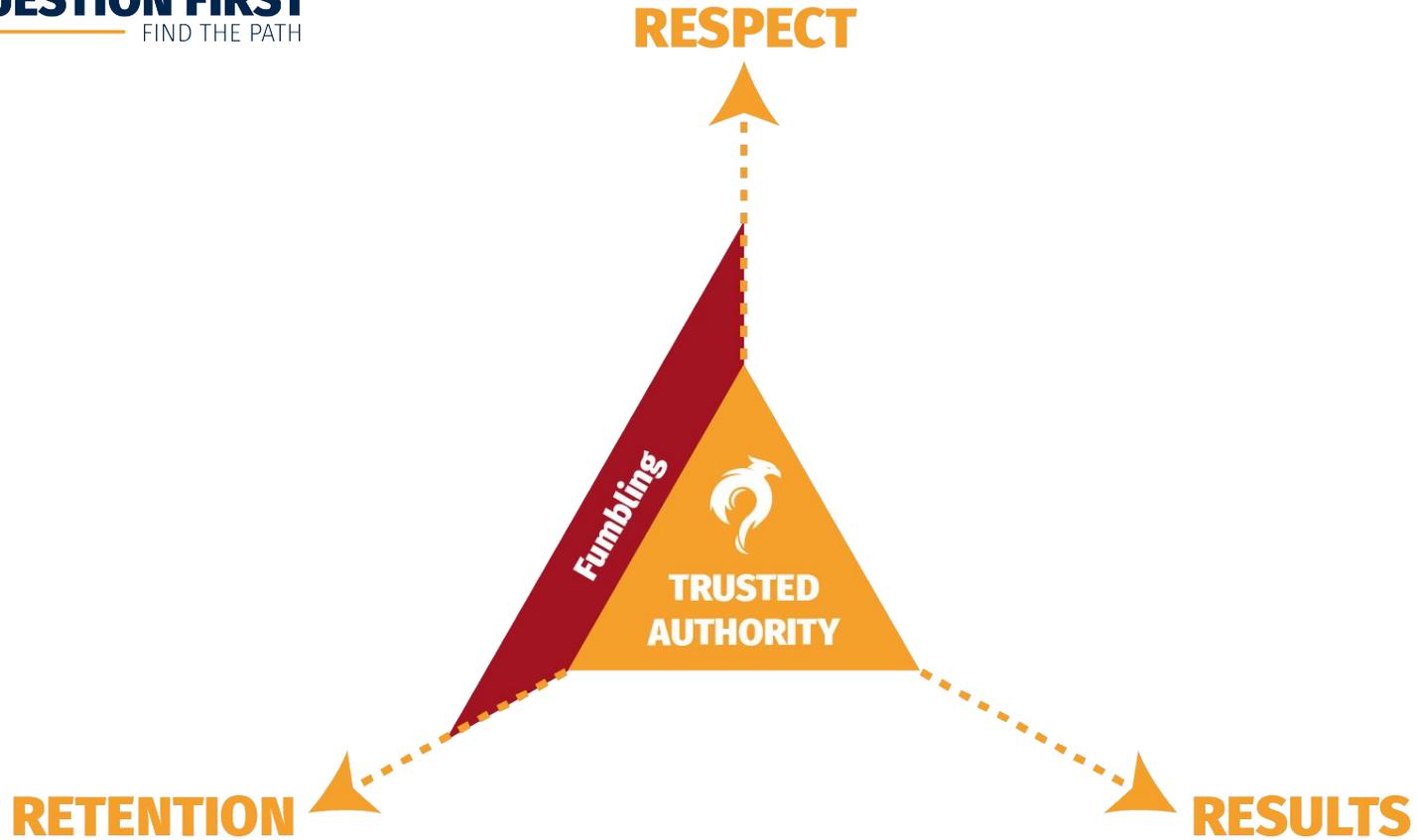
# **How to continue on this path with Question First Group...**

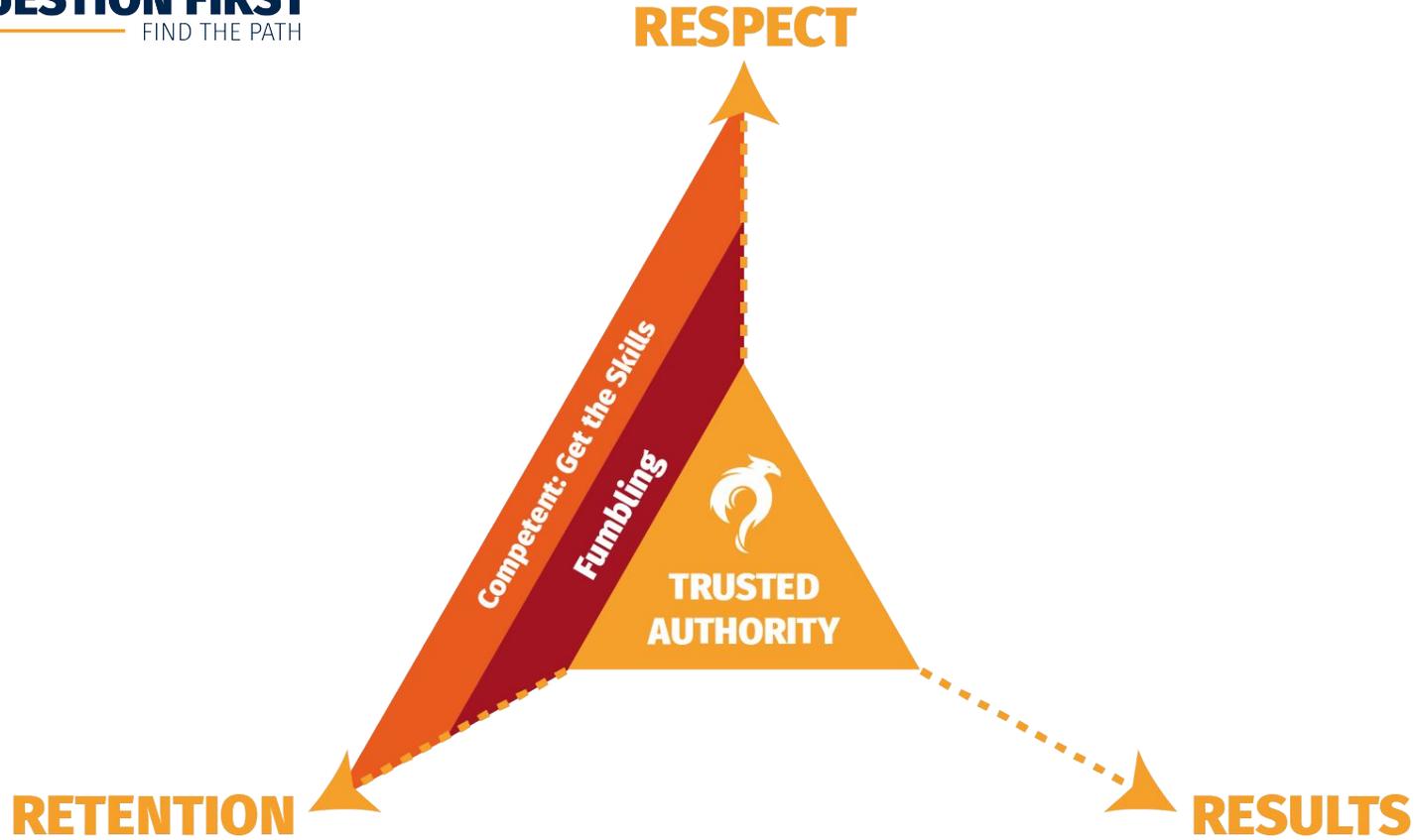


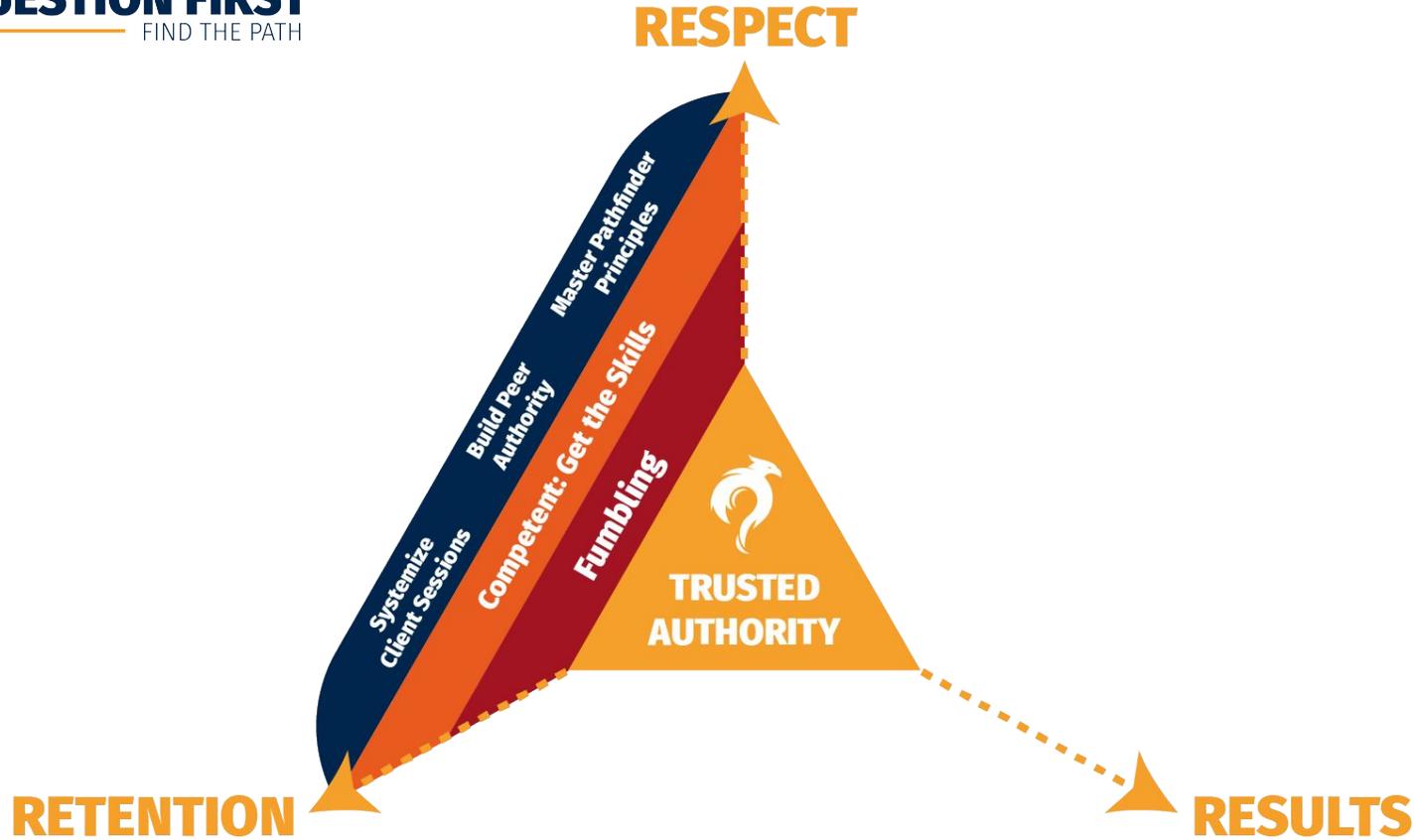


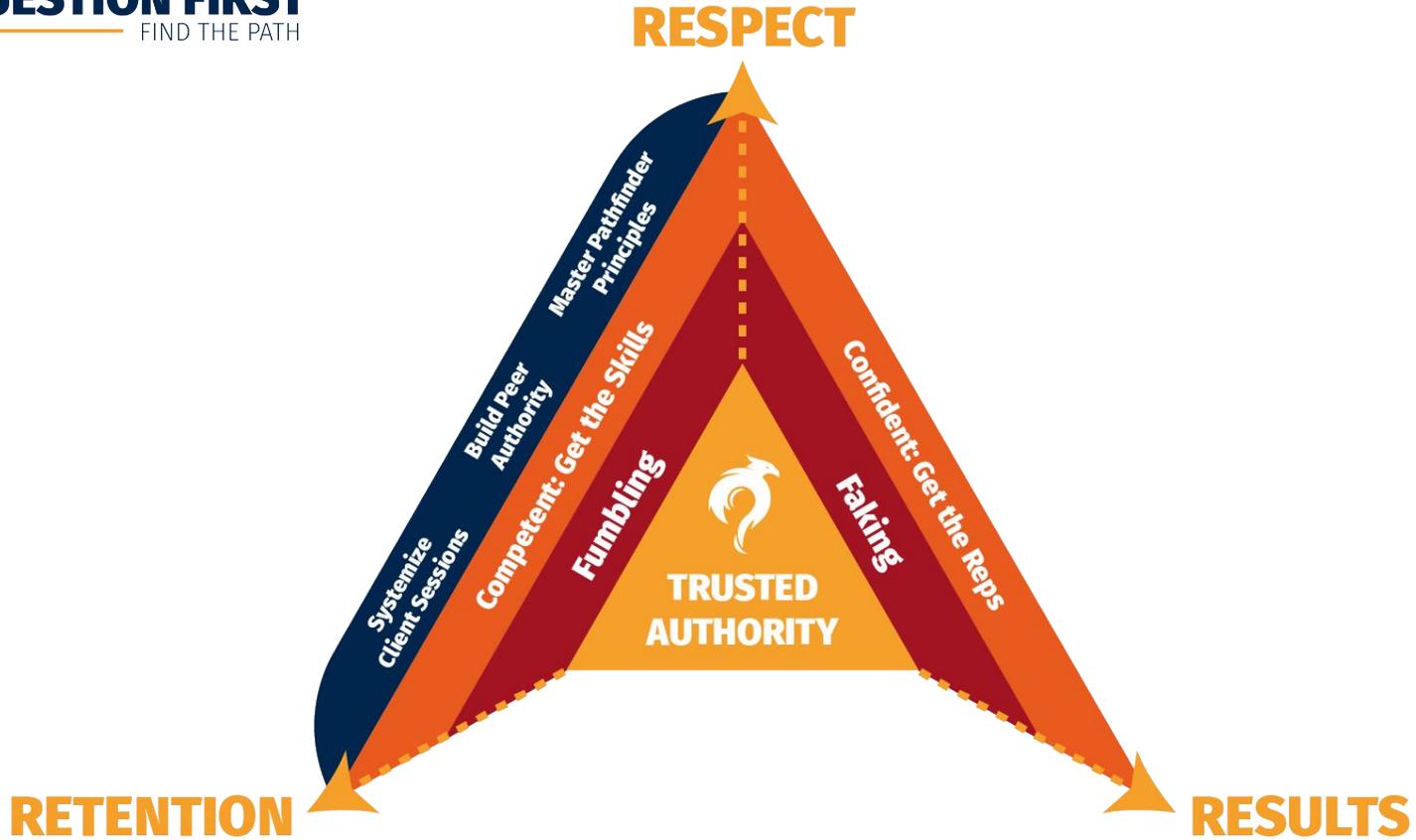


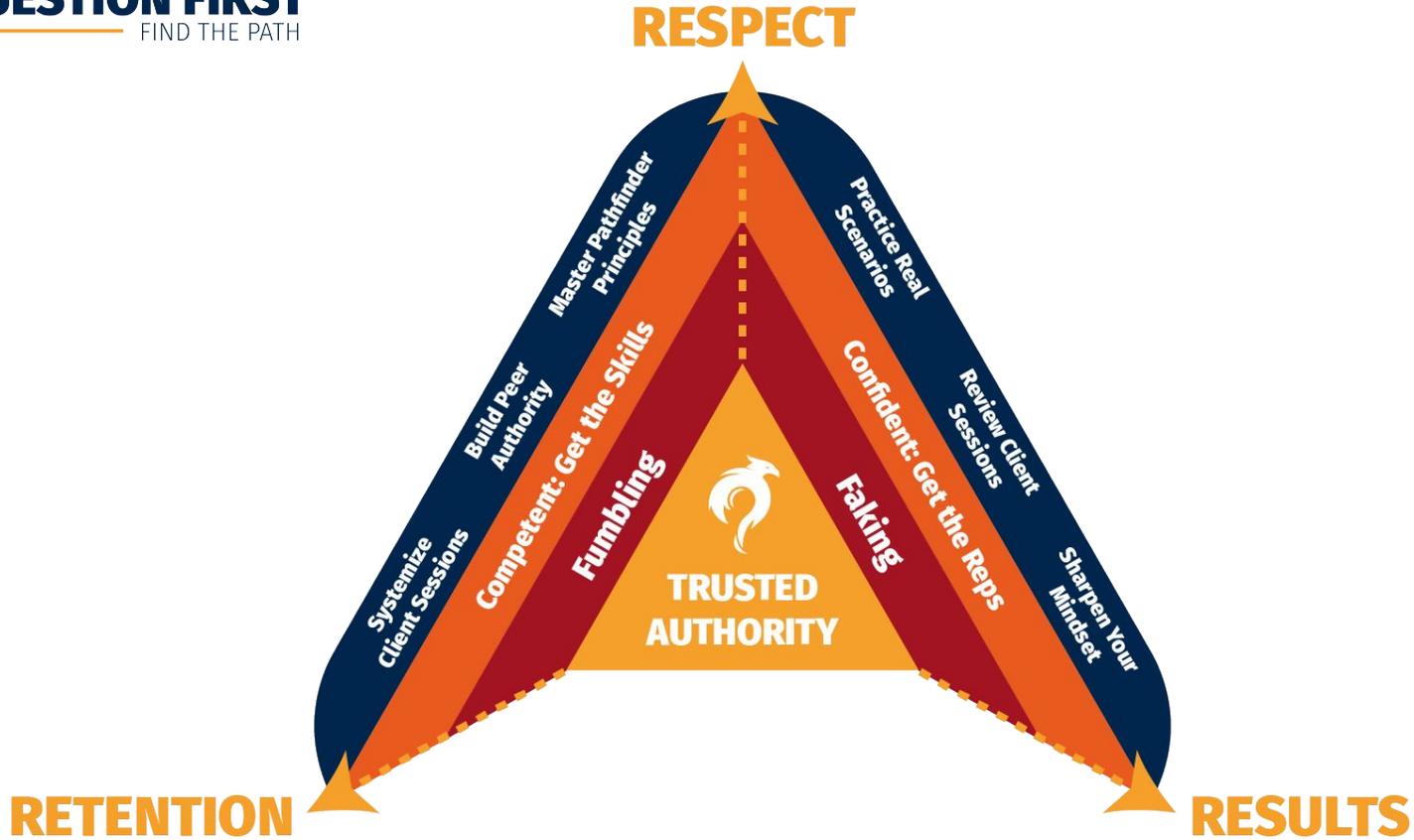


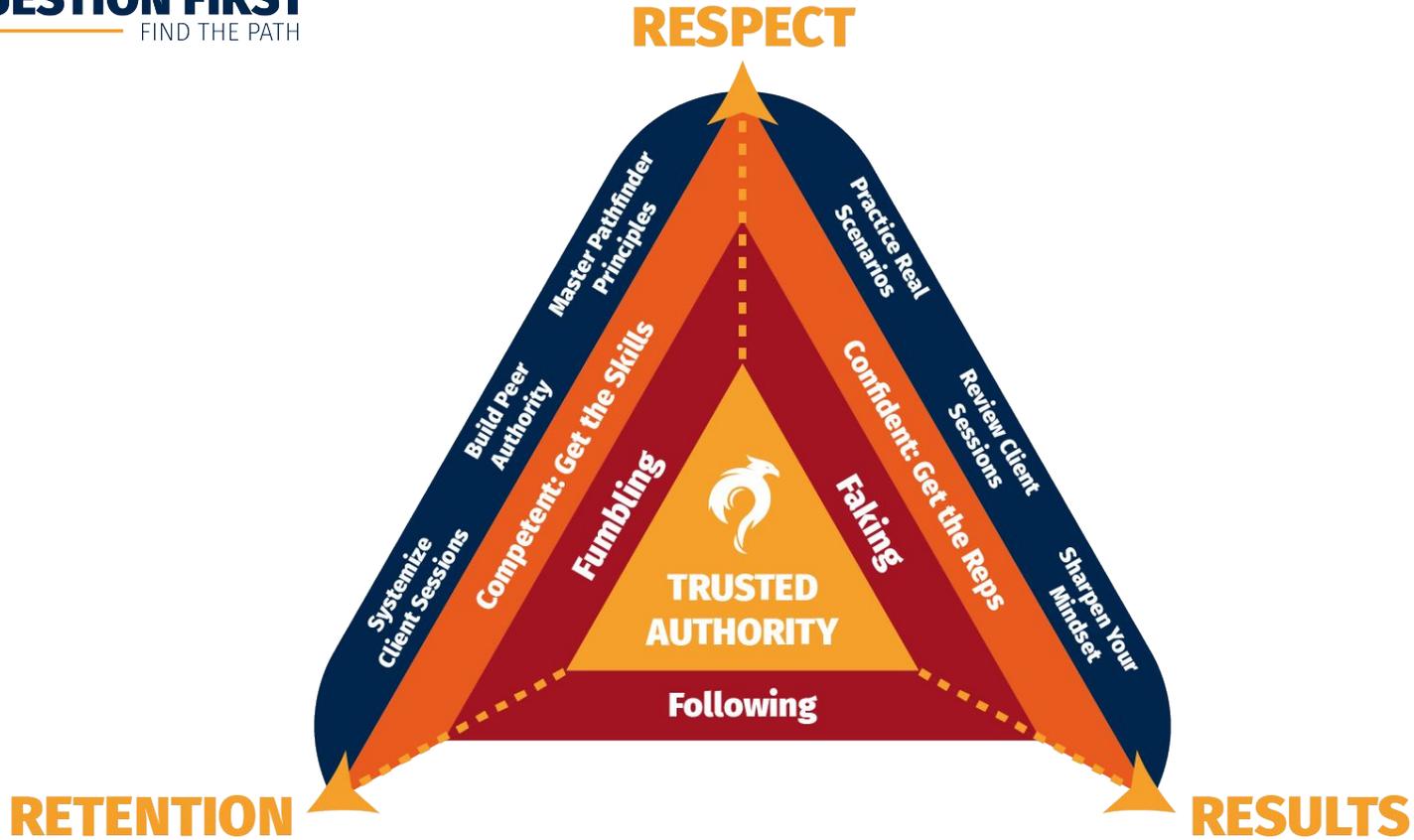


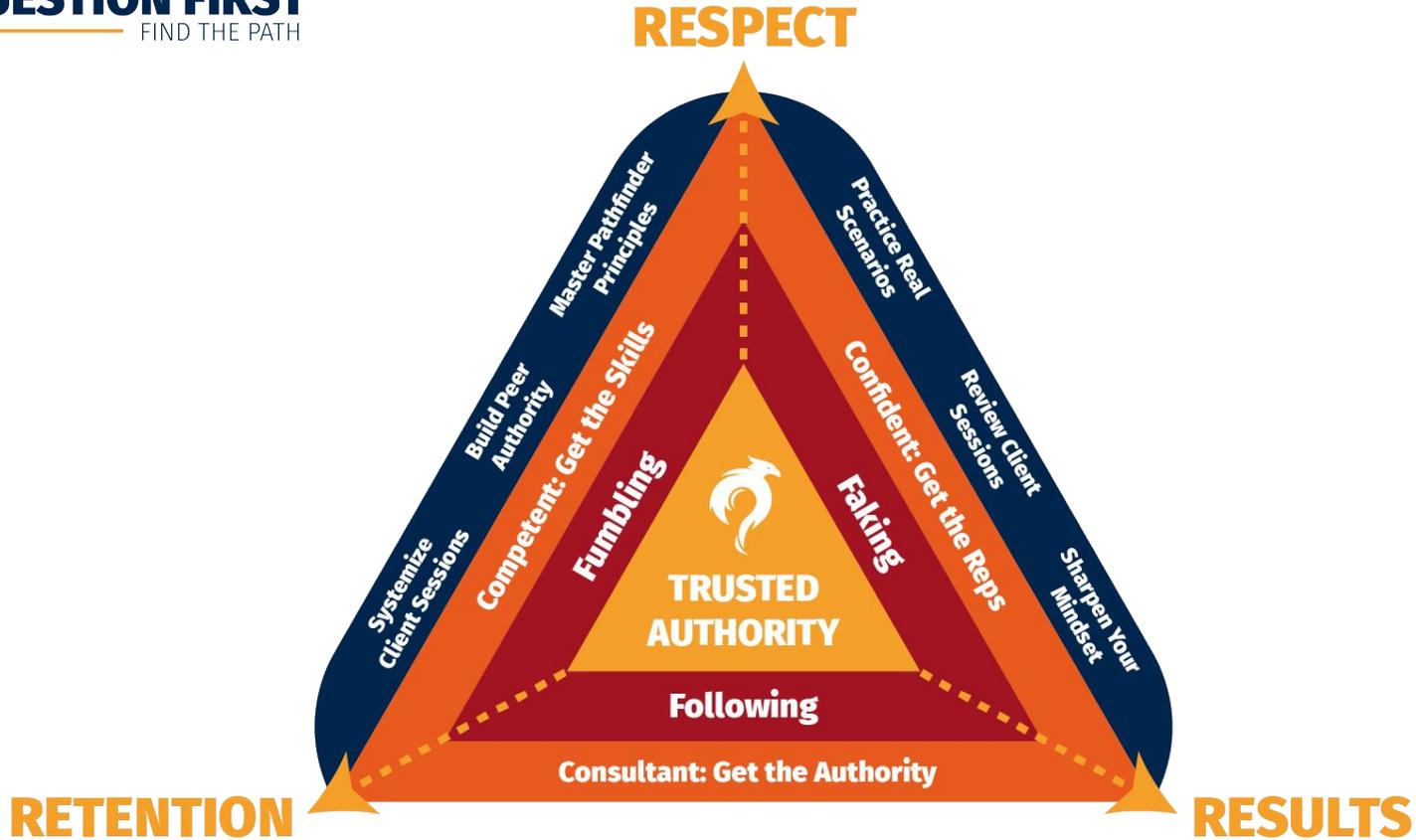














# The Impact

## Agency

Higher Client  
Value

Dramatically  
Reduce churn

More Case Studies

## You

Become  
Indispensable

Remove Imposter  
Syndrome

Authority  
Skyrockets





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**RESPECT**



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**RESULTS**



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As long as you commit to the work, we'll match that commitment—and won't stop until you're confident, authoritative, and leading your client relationships.



Right after [Marcus Sheridan](#)'s training, we scheduled a role-playing session to put the concepts into action.

Days later, a client bypassed their AM and came straight to me — asking to cancel and requesting a refund.

This time... I chose not to default to my past behavior.

Instead, I redirected them back to their Account Manager.

Fast forward: This AM had a powerful conversation, the client feels empowered, and not only are they not canceling, they're now excited to implement advice they'd previously resisted.

THIS STUFF WORKS!!!!

All thanks to the PathFinding Questions and the confidence built through role play.

Now we have biweekly role playing calls scheduled and signed up for the 12-week cohort.

So pumped to watch our AMs grow their skills and confidence!

 30

2 comments



Like



Comment



Send



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