

AGENDA & LEAD

Take the lead in the conversation. E.g. "it would be really useful if I could get some more detail about your business. If I can help I'll explain what I have to offer and then you can make a decision whether you want to be a part of it".

"So, can you tell me what motivated you to reach out?"

UNDERSTAND CAUSES & EFFECTS

- Tell me more about x?
- Why do you think this problem exists?
- What are the consequences of this?
- What other effects does/will it have?
- **What do you think this is costing you?**

(& DEMONSTRATE YOUR EXPERTISE)

- Show you've seen this before
- What are your metrics on XYZ?
- This is similar to company ABC we helped last year
- From my experience, this will also XYZ

QUALIFY & REINFORCE IMPORTANCE

- What else have you done to fix this?
- What would the effects be if this was fixed?
- Where does this come on your priority list?
- What do you think this is costing you?
- What would it feel/look like to fix this?
- **If this problem is fixed, what financial difference would that make over three years?**

(& DEMONSTRATE YOUR EXPERTISE)

- Implemented well, this type of intervention will typically increase productivity 20%
- My research shows that this type of problem leads to higher employee attrition
- This isn't uncommon. Last week, a client told me XYZ

EMOTIONAL DRIVERS

- Why not just stay where you are?
- Does lack of success affect any other areas of your life?
- What's stopping you from fixing this on your own?
- When do you want to fix this?
- How committed are you to make this happen?

PERMISSION TO SHARE & ESTABLISH EXPERTISE

- This is exactly what I specialize in fixing. Would you like me to tell you about what I do?
- State specialism: I help XXX achieve YYY so that they can ZZZ.
- My approach is to A, B, C.
- Share outcomes: my clients typically achieve XXX because YYY
- **Does that sound like something you would be interested in?**

STATE OFFER & OPERATIONS [payment model depends on type of work]

- Typically, we will start with X and move onto Y, Z etc.
- Value based: Given the value of solving X is around Y, if I can achieve X, would 20% of [value] be reasonable?
- Fixed price: we can approach this in 3 different ways with 3 different price points. Can I sketch these out for you now?
- After specifying price, stop talking
- Great! We can get started right now. How we do the payment is.....

MANAGE OBJECTIONS

Need to check.... → okay, great, when will you do this? I've sent you an email and I will hold the price for you until then

- How will you know when it's time to start making this change?
- What specific outcomes would totally make the investment worthwhile? Be a no-brainer?
- People who are looking for a reason for this NOT to work are not usually a good fit for this.
- The REAL decision you are making isn't whether or not to coach with me or anyone else out there. The REAL decision is whether or not you are ready to commit to XXX or whether or not you want to continue

THEY ARE NOT MAKING A DECISION TO WORK WITH YOU, COACH WITH YOU, OR "BUY YOUR SERVICE", THEY ARE MAKING A DECISION ON WHETHER OR NOT THEY WANT TO STAY STUCK WHERE THEY ARE, OR MOVE FORWARD AND GAIN THE THINGS IN LIFE THEY REALLY WANT.