



Create Credibility t If this is your first conversation with a potential client, establish that you **are** an authority and have experience in the area where they are looking for **support**.
Script: Hi (name), it is my pleasure to speak with you. I am guessing that I have had **more** conversations like this, so would it be okay for me to lead the call? Can I call you **(name)?**”

2. Create Relatedness/Establish a Connection t Help the potential client feel comfortable in speaking with you. Create a safe environment for communication. This is where you want to **be** known, liked and **trusted**.
Script: Please tell me a little bit about your background and what you are looking to **accomplish** from our **call**.”
- . Set the Agenda - Outline the categories of clients, guidelines and **goals**.
Script: (name), what I would like to do next is go over the categories most of my clients **fall** into; provide you with the guidelines I follow when working with clients; and find out **more** about the results that you want to accomplish long term. Is that **okay?**”
- . Establish the Gap t Determine the gap between where the prospect is and where they want **to** be. This is where you establish the value of working with you and your ability to bridge that gap and take them to the results/goals they want to achieve. You **MUST** also establish the cost of **NOT** reaching the **goal**.
Script: (name) based on what you told me you want to achieve, I can absolutely support you in reaching that goal and feeling a sense of accomplishment. Please tell me what things would **be** like in your life if no change takes **place**.” (The cost of **inaction**.)
And/or: Please tell me on a scale of 1 to 10, how important is it (or how committed are you) **to** resolving this **concern?**”
- . Create a Client t This is where your services are a match for the results they want to achieve **and** you complete an application or agreement and accept payment. (Speak about a guarantee if **you** choose. See the next **page**.)
6. Objections Become Opportunities t Support your prospect into overcoming any objections **and** transforming them into the reason to work together. Focus on converting the fear and self-doubt into a supportive relationship. (lack of time, money or commitment)
- ⌘ Establish the Support Immediately t Address the **three** things the client needs to focus on **and** take action on immediately (provide homework) to be successful now and be prepared for **the** next call or meeting. This allows the client to stick and not disappear. Set the date and time **of** the next conversation.

Things to realize; there are four categories of potential clients:

1. Someone who says they can be coached, but cannot.
2. Someone who will reluctantly take your coaching.
3. Someone who is selectively coachable; they will take action on some things and not others.
4. Someone who is completely coachable.

Do not waste your time with people who fall into category 1, and be discerning about accepting a client who appears to fall into category 2.

If you choose, and someone is on the fence about signing a 6 month or 12 month agreement with you, you can offer a guarantee. But you do NOT just offer this. You need to do the following first:

1. Ask if, **if**, you had a guarantee, not saying that you do, but would that make a difference to have the client start today.
2. They will probably respond by asking how that would work.
3. You reply, "Here is what I am willing to do: We sign an agreement to work together for (6 months, 12 months, whatever (not month-to-month)) and establish our relationship. "We have 3-5 meetings/calls in that time frame and you will get a really good feel for how we work together. I see how coachable you are and you see how effectively I coach. "You experience my style and the insights and opportunities that we create together. "And at the end of 30 days you and I will have a conversation and you or I will decide to either move forward and you pay me for the second month or I refund the money you paid me when we started. "If we decide it is not working, you get to keep any materials, books, recommendations, notes, or anything else I provided and we part friends. "We will have established a great relationship and I will have no hard feelings. We must both be on the same page that to continue is the right thing to do. "We must both benefit from the relationship.
4. Call to action: "So, based on that, are you ready to move forward?"

Please recognize your job as a coach is to:

1. Support your client to invent a new future
2. See what they cannot see and find new revenue sources and profit
3. Show how they can leverage their profits and re-invest in their business
4. Keep them steady on the path toward their goals and help them avoid the "shiny object syndrome"
5. Be their accountability partner and keep score, call by call, month by month*
6. Support them to have their employees, staff, whoever, be accountable as well

*At the end of each call ask, "What insights, actions, results, take-away did you produce today from our call/meeting?"

* At the end of each month ask, "What result or benefit was produced by working with me this past month?" Or, "How much additional revenue, profit, sales... were produced this past month?"