



THE SELL-BY-COACHING METHOD

CLOSE CLIENTS IN 20 MINUTES OR LESS

THE FIVE MAGIC STEPS TO A CONSULTATION

REMEMBER! IT'S A CONSULTATION NOT A FREE SESSION!

PRE-Consult: You want to find out BEFORE the call what it is they most want to accomplish by working with you. NO STORY and very little, if any background info is needed.

STEP ONE: CLARIFY THE REAL REASON THEY ARE CURIOUS ABOUT WORKING WITH YOU.

WHY ARE THEY REALLY HERE?

Start explaining that you don't need a lot of background and that you have a series of questions that will help them determine if coaching with you is right and if you make a good match. **Then**, get that true reason for considering help at all.

STEP TWO: COACH!

Do your thing. Inquire. Stay curious. Ask questions. This is the only 'free coaching' they get but you are not looking to have a sample session. You are getting to the bottom of the problem and what they've done or not done about it.

STEP THREE: PRESENT THE RULES OF ENGAGEMENT

This is where you present how you would work together. Present your coaching package and the associated fees. State your fee and STOP TALKING!

STEP FOUR: OVERCOME OBJECTIONS

This is an art in itself, but one you will start to master. There is no need to be afraid. You will not sell or convince. See the module on Overcoming Objections to become adept at this.

STEP FIVE: ASK FOR THE SALE! So many coaches are uncomfortable with sales jargon but however you phrase it, if you

do not ask this person to work with you, your chances of them becoming your client are much reduced. It's like going on a date with someone you like and leaving it to chance that they'll call again.

You must ask for the sale.

Get comfortable with first, assuming this person wants to hire you. (That is if you feel it's a match)

You might say: "When would you like to start? I have openings _____." OR "I'd love to work with you, shall we set our first appointment?"

CONGRATULATIONS! YOU NOW HAVE A FORMAT FOR 20 MINUTE CONSULTATIONS