10 Key Tips for A Successful Coaching Connection Call

An Excerpt from the Stairway to Six Program

Successful connection calls don't just happen, they're *created*. Below is a list of suggested "must-dos" to help take the connection call to a paid coaching relationship.

1. ***Be a detective.*** Learn as much as you can about your potential client prior to meeting. You can do this by looking them up on LinkedIn, Facebook, and their website. *Get into the potential client's world*. See things through their eyes. Put yourself in their shoes and think about who they are, what they need, and how you can serve. This is a key to successful client creation. Use a pre-call questionnaire to help frame the conversation and to learn more about the prospect prior to speaking with them.

2. ***During the meeting, find out more about the client***. What would they like to accomplish? What's been difficult? What do they hope coaching can help them with? Slowing down this conversation is key to successful relationship building. Reminder: Avoid speeding to the finish line. You might have two to three conversations with a potential client prior to having a paid coaching relationship. Our job is to help them to relax into the relationship. Remember, coaching is an experience and not a concept to be sold.

3. ***Stay out of your head.*** If you start thinking about yourself or wondering if the person likes you or is impressed by what you're saying, you've dropped into your social self. When this happens, remember that you're a professional, here to serve your client and ask questions about them to get back on track. To see an example of how to keep a professional frame, watch this video where I discuss the difference between the professional and social self.

4. ***Dig deeper.*** After you have a good grasp on what the client's "why" is, dig deeper. Their first answer is never the real answer or the thing that will excite them enough to hire a coach. See how this can be done in this video demoing a connection call.

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5. ***Reflectively listen using their words.*** When you have enough details on who the client is, how they show up in the world, what they want, and why it's been difficult for them to achieve it, reflect their world back to them in their language. This will help you connect with the client in a deeper way.

6. ***Open up a space for the client to ask questions.*** You might say, "I've asked a lot about you today and I have a good grasp on what it is that you would like to accomplish (reflectively listen and fill in the blanks). I'm wondering, what questions do you have for me." At this point, your potential client will ask questions on programs, packages, if coaching will work, and possibly about your credentials.

7. ***Slow down when asked how you work.*** When your potential client starts asking questions about pricing, packages, and how to work together, you might *want to* speed up because you have a "live" one on the line and your enthusiasm to serve and get paid are on alert. Instead, slow down and tell some stories to illustrate the work you have done with other clients to illustrate the types of results your potential might experience. When a client asks how much you cost or how you work, you might say, "I'm so glad that you're asking. Let's slow down for a minute. I have a few guidelines that my clients have to meet in order to work with me. The first is that they have to be ready to go all-in because this will cost you more than just your money. It will cost your time and a commitment to yourself. The second is that you have to be ready for the change that's going to happen if we work together. Only you know if this is a good time in your life to create change." This intrigues the client shows them the importance of coaching and puts you back in the driver's seat during the sales process.

8. ***Money***. When you talk about money you want to use words like *tuition* for this program is, or the *investment* for this package is. It relaxes the brain and using those words puts them at ease because people are used to investing and paying tuition. When you do state your price , say it and be quiet. Let your client process their thoughts. If they say, "that's a lot of money," don't argue. Instead agree and follow it with, "I would only want you to do it if you were 100% certain it would work for you."

9. ***Offer a free coaching experience.*** If you are excited about working with a potential client and money seems to be the only obstacle, invite them to have a coaching session with you. Having a true coaching experience will help the client experience what coaching is <u>*and*</u> it will allow both of you to experience each other. For some, having a coaching call is a prerequisite to a contract, while for others, it isn't. The trick is to go with your gut.

10. ***Following up.*** Instead of following up with an email that says, "I'm just checking in on you." Send an email that has something specific that will help the client. Make it *tailored* to the conversation that you had and useful to them. It might be a book reference, podcast, or article.

❌ ***If the client is a NO,*** *good for both of you!* Remember, you do not want to coach clients who aren't 100% in. You can learn from every no. And, every no is seed planting for the future. In this video, learn about the three types of yes, what they really mean, and why "no" can lead to yes.

✅ ***If the client is a YES,*** *congratulations!* You just received the highest form of service, a paid coaching relationship.

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