

THRIVE!

Recruit Great Players
For YOUR Coaching Business

The 7 Yes's of Player Enrollment

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You are ALWAYS Recruiting

EVERYTHING you do as a Coach is a part of your Recruiting Process. Starting with how you introduce yourself and culminating with your exploratory conversations, EVERYTHING contributes to the positive experience that leads to you signing another paying player / client. In every conversation you must create an experience for your potential player that builds certainty for them with you.

Another way of saying it is that when someone is talking to you as a Coach, as soon as the possibility of hiring you comes into the conversation there are a LOT of questions and concerns and possibilities swirling around in their thoughts; questions about you, thoughts about themselves and their situation etc.

The same could be said for you! As the relationship unfolds, you may have a lot of thoughts and questions as well; Can I coach this person? Do I WANT to coach this person? Will they want to hire me?

When there are doubts and unresolved questions present - sometimes spoken but most often unspoken - the prospective player CAN NOT say YES to hire you. Remember, money moves toward certainty and moves away from doubt.

So we must design the entire process and in particular your exploratory experience and practice it so that...

- A) YOU have ease and confidence in the process
- B) YOU can get a sense of the prospective player so that you KNOW that you CAN coach them and WANT to coach them
- C) The Player resolves all of their doubts, concerns and questions and taps into a desire or possibility that is in line with the purpose of their life right now.

We have organized all of these thoughts into what we call the 7 YESes of the recruiting process.

The 7 Yeses of Recruiting Winning Players

Here is ONE thing you MUST know:

At the culmination of your exploratory experience (aka enrollment experience) you must be WILLING to be assertive and recommend that the prospect hire you. I say "WILLING", because sometimes you won't have to actually say it because the conversation flows so well that they ASK you how to get started. Most of the time however, YOU will have to make the big move and SAY IT:

"I know the game you are playing. I know a little bit about you, your situation and your capabilities. I am confident: You will win with me as your coach. I feel you should hire me as your coach. What do you say?"

When the moment arrives, you MUST have total certainty AND assertiveness. And if your entire process is designed well then you will have created an experience for the player so that they are eager to say "YES!"

If you want them to say YES,
then you need each of these 7 YESes.

- 1) **YES** - They believe that YOU KNOW the game better than they do
- 2) **YES** – They believe that YOU have the **ability to help them play better and win**
- 3) **YES** – They believe in YOU as a person – **there is some aspect of your life that they respect** or aspire to
- 4) **YES** - They believe that you understand them enough to **offer your Coaching relationship to them because you believe in them as a person**, not as a sales pitch
- 5) **YES** – They believe that coaching with you will **serve them in fulfilling a meaningful purpose** in their life right now
- 6) **YES** - They **believe in themselves** enough to invest in Coaching with you. They believe that they have **what it takes to play to win**
- 7) **YES** - They believe that they can make a financial offer that is acceptable to you and LESS than **THEIR perceived value of winning** the game (and they can **afford to pay** this amount)

If you have the seven yeses, they will hire you. If you don't, they will not.

So, the challenge is this:

- A) Orchestrate the whole experience, including everything leading up to the exploratory experience, so that when the “You Will Win with me as your coach” moment arrives you already have the 7 YESes in hand. And you can say it with confidence.
- B) Establish your credibility, rapport and mutual understanding with the prospect so that when you say “You Will Win with me as your coach”, they say “YES”.

7 Yeses may seem like a lot and it is. And that is why it really is quite challenging to build a coaching business. Let's not kid ourselves - it IS challenging.

Let's also remember that the rewards of meeting the challenge and thriving as a coach are enormous. As with all sweet things in life, the rewards are a match for the size of the challenge.

So... YES, it is challenging and the rewards are great. And that is why we play the game.

The first step in meeting any challenge is to know what it is! So this will help you. And YES, we can help you win ;-)

Recruiting is FUN!

Recruiting players for your business does not have to be stressful! In fact it can be FUN when you have a reliable method that creates certainty for your prospective player. In this playbook you will follow a step-by-step

process to create a recruiting method, including “practice-able” mini-scripts for the key moments of your exploratory conversations.

The purpose of the method is to put both you and your prospect at ease; to create a collaborative exploration by two people who are BOTH looking to see if PLAYING and coaching together is a good idea. Remember: as a coach, you are recruiting players / clients who are good for YOU and who will help you establish a winning record as a coach.