

Expect YES. Get YES!

Recruit Great Players
For YOUR Coaching Business

Design Your Enrollment Method
(AKA Coach Approach Sales)

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Introduction

In this playbook you will learn how to design a complete recruiting/enrollment method for your business. Your recruiting method is the way you select players and business partners to create a winning coaching business.

An essential part of this method is your exploratory coaching session.

Your exploratory session is a key tool that you will use to sign paying clients into your coaching business and it will also be used to give key referral and strategic partners a powerful experience of YOU and coaching.

You will also be introduced to a VERY powerful conceptual business framework: You are ALWAYS RECRUITING.

Design Your Recruiting Method

There are two Big Ideas at the core of your method:

- 1) Coaches **recruit** players. You are recruiting players into your game and on to your team. **This is distinct from SELLING coaching services. ???**
- 2) Coaching is an Investment. In the world of investing, **money moves toward certainty and away from doubt.** So you must learn how to create an experience of certainty for the people you interact with.

BE The Coach!

To Coach: to guide an individual or team in pursuit of playing better and winning on their own terms.

The Player: one who engages in the activities of a game in pursuit of specific objectives AND with the intention to enjoy the endeavor; one who pursues mastery in activities of the game.

The first key concept is to think of your paying clients as your players. You coach, they play. As they play and win on their own terms, YOU become a winning coach. You can only become a winning coach by developing winning players. You always think of all of your players as part of your winning team.

NEXT, you can think of your referral and strategic partners as your team mates! You and they are players on your winning business team. You want them to win too! You do this by a) taking great care of the people they refer to you, b) by referring people to them AND c) **by being a positive, resourceful, engaging part of their business life.**

Strategic partners: These are folks who engage with you in a more integrated way. Examples of a strategic partner:

- a) a bank manager who sets up an office for you at the branch one day each week to coach their small business clients; and announces “The Business Coach is in on Thursdays” in their customer newsletter.

- b) A Spa owner who brings you in for a series of workshops for his/her clients where you can introduce yourself and your coaching.
- c) A Financial Planner who collaborates with you to add a coaching option for her clients for a revenue share of your coaching income.
- d) A Motivational Speaker whose message is similar to the unique theme of your coaching teams up with you to offer a coaching option at every talk in return for a revenue share of your coaching income.

With strategic partners it is TOO easy to fall into the trap of thinking of these folks as helping you and your business. Instead you think of it this way: YOU recruited them as a strategic partner; as a part of YOUR business team. And you need to see yourself as the Coach in THEIR business / life. **BE the COACH! NOT the lucky recipient of their support.**

You are Recruiting Players

A coaching business is very different than other business. You probably know that already! But here is what I mean.

Companies that make products, sell them. It does not matter who buys the product. For most business people who provide services, it does not matter who buys the service - so they sell the service to anyone who will buy it.

Coaching is VERY different in this way: While it is a big decision for the player to hire you as a Coach, it is JUST as big a decision for you as the Coach to take them on as a player! **You must choose your players with some care.** (You choose your referral and strategic partners with care as well)

Why?

- 1) Your players are part of your life - you are ALL IN with them so they are part of your environment; in many ways you will become like your players over time. Consider the ramifications of this truth!
- 2) Coaching is a relationship more than a service. You will care about your players in a way that is deeper than most professionals care about their clients.
- 3) You want to be a winning coach! So you want to choose players with winning potential. While it can be said that everyone has potential, some have more potential than others to thrive in the game you coach right now.
- 4) You have limited 1-1 coaching space in your business. Most coaches have a maximum of 15 1-1 players / clients at any time; 5-12 is best; it depends on what is going on in the rest of your life. That is a relatively small number. You want every one of those 5-15 to be someone who delights you AND challenges you AND is as committed to excellence in the game as you are.
- 5) And as an IMPORTANT counter point - in the early days of your business, it is OK to be LESS focused on choosing too carefully because a variety of coach-player experiences will serve you well. As your business grows, you can become more and more selective about who you Coach.

So...

you will design a method wherein potential players can choose YOU as their coach AND YOU can choose them as a player for your coaching business.

Coaching is an investment; Money Moves Toward Certainty (and away from doubt)

People who hire a coach see it as an investment in themselves, their purpose, their dreams, and their future. When people invest they require a fair degree of certainty that they will get a return on their investment. Another way of saying this is that money moves toward certainty and away from doubt. So, your recruiting method must be designed to BUILD certainty that is greater than doubt.

Certainty means that the prospect feels and thinks that YOU, the coach...

- a) Know the game they are playing better than they do
- b) Understand them and have a feel for their personal situation
- c) Have a reliable method for getting to the desired results
- d) Truly believe that the prospect can win with the guidance of your coaching

In order to create certainty you will design an experience where you project confidence and enjoyment; an experience that develops over a series of positive interactions where it is clear to the player that you know EXACTLY what you are doing; that you are in charge and at ease (without dominating or controlling).

Key point: A prospect will NEVER hire a coach who has less certainty in the game than they do.

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.

An overview of the process

The recruiting / enrollment process can become VERY natural to you, but most likely it will not be natural right now. Expect that this process will require special focus, and a willingness on your part to practice the parts that are not currently easy for you. And you may also become aware of inner resistance with certain parts of the process. This is a good thing! These are places where you can upgrade and align your feelings, thoughts and actions to a level suitable to a thriving professional coach!

1) You meet people

As you participate in life, doing the things you enjoy, you meet a lot of people.

- a) In communities you participate in
- b) people are referred to you

- c) in online community activities
- d) through strategic business visibility activities

2) You introduce yourself as a Coach

It is important that you introduce yourself as a coach in a way that is engaging and sparks curiosity. This can be a phrase that is straight forward or one that is clever. Either way is fine as long as it sparks something in the other person.

3 Examples include:

I am a professional Coach. I specialize in coaching self-employed professionals who are working for a lunatic. I teach them how to win the game of business without losing the rest of their life. (that would be an example of clever ;-)

I am a personal leadership coach. I coach people who are ready to play a BIG game in life and win on their own terms. I find that most people who are overwhelmed or exhausted get that way because they are focused on what other people want NOT what THEY really want.

I coach people who are facing a big challenge where stepping up is their only option. Whether it is in business, career, relationship or your health, when life is asking you to play BIG you need a great coach by your side. That's me.

3) You PROJECT Certainty (and a zest for life)

You project the feeling that YOU are playing big in life; living large.

That you enjoy life and face challenges with gusto and enthusiasm.

Certainty is an infectious blend of confidence AND humility. You know that you know your game and that you have insight about how to live life well. AND you know that life is BIG and somewhat mysterious so that you are always learning, always open to wonder.

This does NOT mean that you have everything figured out, make a gazillion dollars or have no problems. It simply means that you are at ease with life; when you have a challenge, you face it. When you have a problem, you are willing to learn and grow. As a coach you are comfortable with yourself and your situation and this is where your certainty comes from.

Certainty is distinct from arrogance or pathological certainty. Arrogance is when you present the energy of knowing everything; of having it all figured out. Confidence without humility (also known as pathological certainty) can be dangerous and is usually a cover for low self-esteem.

When you project certainty you are naturally attractive. You can project certainty in a quiet way or a loud way or anywhere in between based on your personality; either can be effective.

Projecting certainty is mostly an inner process on your part. You can foster it through inner work AND also through practicing the skills of your game so that you are at ease with the actions you take.

The people you meet will feel your certainty AND they will also see it in everything you do. In this case little things can make a BIG difference: such as keeping your promises and being assertive and gracious in personal interactions.

4) Connect and Engage!

After you introduce yourself to someone - whether in person or on the phone - the next step in any relationship is to connect and engage. This is where you spark dialogue with questions or sharing relevant ideas. The purpose of connect and engage is to test for “resonance”; the feeling that you and the other person may have some shared purpose such that additional conversation would be worthwhile.

5) Make an offer

Making an offer is the fundamental business skill that moves all business relationships forward. An offer is an exchange of something of value. This is where MOST business players get stuck: they resist making offers!

Here are the basic offers of the coaching business game:

- A) Offer to engage in further conversation. I call this a “create possibility” meeting. In this case for both you and the other person your time, and possibly your ideas and energy, is the “thing” of value being exchanged. In this meeting you both invest your time in the hopes of finding or creating some mutually beneficial possibility.
- B) Offer your exploratory/enrollment coaching experience. This is the offer that we are designing in this playbook. This offer is useful in two situations. The first is if the other person is a potential player now or in the future! The second is if there is ANY possible strategic connection between you and the other person and /or the organization they represent. In this case you would conduct your exploratory experience with them so that they have a better understanding of what you do in order to facilitate referrals or other business possibilities.
- C) Offer your coaching relationship by asking THEM to make you a financial offer. This is the BIG offer and usually it occurs at the conclusion of your exploratory experience.
- D) Other things of value that you do. As you build your business you will add to your list of offers. These could include workshops, teleclasses, informative articles written by you or others, various resources.
- E) Offer to actively exchange referrals
- F) Offer to create a strategic alliance

6) Follow up

As a business game player, active and timely follow up is a winning strategy. Following up by phone is 10 times better than follow up by email.

When you follow up well you build certainty. When you don’t actively follow up you create doubt. Simple formula!

Follow up requires courage. Most business players shy away from follow up and/or let too much time pass.

There are many situations where follow up is required. A few examples include:

- A) EVERY TIME you make an offer that is verbally accepted.
- B) EVERY TIME you ask the other person to make an offer.
- C) When you meet someone and connect and engage and talk about possibly meeting
- D) When you meet and exchange business cards
- E) When you send an email to a small group of people

7) Create Possibility Meeting

Creating possibility with another person is an essential business skill! All coach - client relationships and all partnerships begin with a possibility of shared purpose.

Often when you meet people as you participate in life and business you meet people where a short conversation transpires. Often the situation does not allow for a deep conversation. This where you offer your “create possibility” meeting. (note: you don’t have to call it that, you just have to know what it is). In this meeting you will get to know the other person better and understand their purpose, objectives, desires, challenges and values. You will also share about yourself and what you do as a coach and what you care about. You will get a clearer picture of the resonance between you.

8) Book an exploratory session appointment

This is an important detail in the process. If possible it is best if you can book the session into both your calendar and theirs when the appointment is made. If you don’t have your calendars in hand, then this is an essential follow up item.

9) Send your pre-exploratory session documents

After the session is booked you will send your pre-exploratory session documents - preferably in electronic format. These documents help your potential player to prepare for the experience. Sending pre-session documents also creates a solid certainty boost because it demonstrates that you have established a way of doing things.

Your pre-session documents can include:

- A) Your coaching biography
 - B) Your coaching relationship details including logistics, typical outcomes AND how you orchestrate your financial offer process.
 - C) Your pre-session preparation questions
- Optional
- D) Another document that you feel adds to the experience. Eg. An article with ideas about what to play for with a coach.

You will design these documents in this playbook.

10) Conduct your exploratory experience

Your complimentary exploratory experience is the cornerstone of your recruiting / enrollment method. ANYONE who you want to play with should experience this. (this includes referral and strategic partners)

Your exploratory coaching session will accentuate your unique coaching brand and further position you in the mind of the other person as THE COACH.

The experience can consist of one or more guided conversations.

An exploratory conversation with a prospective player is “game on” for you. So you’ll want to prepare yourself to play your best! Make sure you have a little space in your calendar prior to the sessions to clear your mind and focus on your intentions. Don’t carry stress from your day into the conversation! Make sure that you are not hungry, thirsty or sleepy; be well-rested, clear and energized.

We will design all of the key elements of your session(s) in this playbook.

11) Send your New Player Information package

Remember! Right after someone says YES to a new possibility / investment, this is when they are most susceptible to doubt. So, right after your new player agrees to coach with you and the financial details are sorted out, it is ESSENTIAL to continue to build certainty.

So it is important that you have a clear and simple coaching agreement and perhaps one or two other documents to send to your player right away so that again they know that you are in charge and on top of your game.

12) Start your ALL IN coaching relationship

Finally, it is important that your first few coaching experiences are impactful. Again, remember it is in the first few sessions where coaches most often lose credibility.

There are a few key things to be aware of here:

- A) Do something to create the ALL-IN experience right away. Eg. Text them the first morning after they agree to start coaching.
- B) Be ON TIME for your scheduled sessions; start AND end them on time
- C) Be highly attentive to your players’ key objectives and challenge them to get into action right away. What MOST players crave is the feeling of being challenged in a safe and creative way.
- D) Be rigorous about staying focused; BEING the Coach. Challenge them to keep their stories to a minimum. New players will test you to see if you fall into their “story” (excuses, reasons, circumstances) - like everyone else in their life does. You have to see them as BIG and capable; set a high standard for excellence.

Next we will go into the details for several of the steps described.

- A) How to talk about and offer your exploratory session
- B) Prepare your pre-exploratory experience documents
- C) Design your exploratory session conversation(s)

How to talk about and offer your exploratory experience

Your exploratory experience has a LOT of value! It is a FUN experience to offer and fulfill. Most people you talk with never have experienced anything like what you will provide so you should be enthusiastic about it.

1) Give it a “cool” name

The name matters! Here are a few thoughts about the name of your session.

- A) You want a name that creates curiosity and anticipation;
- B) A name that emphasizes that it is worthy of valuable time and energy.
- C) A name that plays with your coaching brand and features one of the positive benefits of your coaching service

Examples:

- Now is your time to PLAY BIG
- When playing BIG is your only option
- Design your WINNABLE game (and stop playing a game you can't win)
- Design your LIFE to share your gifts
- Your life is waiting, what's next?
- Live life on YOUR terms starting NOW
- You can win the Super Small Business game
- You can win the Personal Leadership game

Ideas for the name of your exploratory experience:

(You may have more clarity after you design it; just spark a few ideas)

2) I STRONGLY urge you to AVOID calling it a complimentary coaching session

While your exploratory experience will be very coach-like - as you will see when we get into designing it - you don't want to call it a “complimentary coaching session” for several reasons.

- A) It puts WAY too much pressure on you to prove yourself during the session; This is not the correct dynamic between coach and player
- B) It creates an expectation on the part of the prospect that you will help them solve a problem or something. While coaches do help solve problems it sets up a feeling that you talk with your coach for a “fix it” session vs. your coach is an ongoing relationship oriented around playing better and winning.
- C) It also creates an unwanted side-effect in the thought that your coaching can easily be had for FREE. We are assuming here that you are past the stage of pro-bono coaching for practice. At this stage you will only offer pro-bono

coaching when it is for a key Center of Influence or when you are earning enough to provide pro-bono coaching as a way to give back to the community.

3) Describe it to spark desire

Your exploratory experience is a BIG part of the way YOU establish yourself as “The Coach” in the mind of the other person - your prospective player or partner. This begins with the way you talk about it.

“I would love to offer you my complimentary exploratory experience! I call it: PLAY BIG and win on your own terms. In this session (or these sessions) we will both get to know each other better as we explore what you are doing in your life right now from the perspective of playing a game. I think you will love it and as we get into it I’ll share with you a few things about the benefits of playing with a Coach on your side.”

If you are a little more assertive you can add: “If we BOTH discover that coaching with me would be a BIG PLUS for you right now then you can consider hiring me as your coach.”

Write out how you will describe your exploratory session:

Prepare your pre-exploratory experience documents

After your prospective player accepts your offer of an exploratory experience you will send your pre-exploratory experience documents - preferably in electronic format. These documents help your potential player to prepare. Sending pre-experience documents also creates a solid certainty boost because it demonstrates that you have established a way of doing things.

Your pre-experience documents should include:

- A) Your coaching biography
- B) Your coaching relationship details including logistics, typical outcomes AND typical fees (or how you orchestrate the fee offer/selection process)
- C) Your pre-session preparation questions
- Optional...
- D) Another document that you feel adds to the experience. Eg. An article with ideas about what to play for with a coach.

A) Your Coaching Biography

Provide a one-page maximum document that highlights your related professional experience, career highlights and your core philosophy about the game, life or success.

Highlight a few key points that you will include in your bio here:

B) Your Coaching Service details and fee process

Provide a concise description of your coaching relationship. REMEMBER: less is more; keep it very simple.

There was a concept in offering coaching services that you should have a variety of packages for clients to choose from. The problem with this concept is that choice creates uncertainty. So in the early stages of your coaching business, it is best to have one strong offer.

Your coaching relationship will have 3 sections: logistics, typical outcomes & fees

Logistics - how YOU co-create the ALL-IN Relationship

A) Typical number and length of scheduled sessions

B) Additional connection via check-in call, email, text, other APPs

C) How you typically create “Observation-Conversation” Loops via interactive video, Social Media or role plays

D) How will you engage with their environment? (if at all)
eg. Do you connect with anyone on their team?

E) Additional Extras that you provide

examples: Assessments, Access to other programs / events/ content that you offer

A)

B)

C)

D)

E)

Typical Outcomes

Next include a bullet list of 5-7 typical outcomes of the coaching experience

Examples:

- You will experience the feeling of support - you are not in this alone
- You will have clearer focus on what is most important - less overwhelm!
- You will more enjoyment of what you are doing each day - less stress
- You will improve your skills and increase your mastery
- You will have greater awareness of the “inner game” and experience more flow
- You will learn more and recover faster from mistakes and failure
- You will see your progress more vividly and enjoy celebration

List your outcomes here:

Fees Or The Bid / Selection process you use

A) If you have a set fee, then say so.

B) If you use a bid/selection process, then explain how it works.

Describe possible sources of value that can be exchanged.

You can provide a typical offer as an example.

C) A Pre-Session Preparation Questions

Your pre-session(s) questions should be in the pattern language of your game and address the common objectives of the people you coach. They are designed to spark desire and create awareness of challenges.

Examples: (for a solo business game coach)

What is the primary objective for your business in the next 6 months?

(Additional revenue, better systems, improved cash flow)

What would the impact on your personal life be if this objective is reached?

(Describe in as much detail as possible; perhaps make a bullet list of improvements)

What are the biggest challenges you face in reaching your objective?

(Describe as many as you can think of)

What are the questions you will ask your prospective players?

1)

2)

3)

Design your exploratory experience

Your complimentary exploratory experience is the cornerstone of your recruiting method. ANYONE who you want to play with should experience this with you (this includes referral and strategic partners)

Your experience can be a single conversation OR it can be a sequence of 2 or more conversations. I typically like an experience of 2 sessions because it gives you more time to build a strong connection and experience each other in a variety of ways. BUT... 1 can be effective in some situations.

Consider this JUST for a mind expanding example...

In college athletics, the player is choosing a school and a coach at the same time so it is a BIG decision. AND consider all of the touchpoints that typically happen.

- 1) The Coach goes to a contest/game to see the player perform up to 5 times.
- 2) The Coach goes for a visit to the players home to meet the family
- 3) The Player with Parents goes to the school to watch a contest/ game
- 4) The Player without parents visits the campus to stay for an evening in the dorm with one of the players on the team.

You see there are lots of different experiences together so both the player and the coach can choose each other.

You don't need something THAT elaborate, but consider how you can create a mutually fulfilling exploration together.

Elements for your exploratory conversation(s)...

Here is an example to show you the various stages of a conversation.

Again, this could happen in one conversation or over 2 or more conversations with ALL IN follow up in between.

1) Starting the conversation

Be upbeat and friendly to start the session. But don't feel compelled to spend a lot of time on chit chat. Take control of the conversation right away - the prospect expects this of you.

Start the session script

“So let’s get started. I want to give you an idea of how we will proceed. We’ll spend about 20 minutes talking about you and your objectives - or your game as I like to call it. Then we’ll talk a little bit about how working with a coach could help you win the game and reach your objectives. We’ll have time to address your questions as well. If we both decide that coaching together would be a good idea, then we’ll work out the details and get started. How does that sound to you?

Write out your start the session script:

2) Starting question

Ask them a question to get them talking about themselves, goals, aspirations.

Example:

So tell me what you are working on?

Listen carefully and delve into it with them with questions and sharing your ideas. This part of the conversation is where you reveal your understanding of the game by the questions you ask and the way you weave in your personal experiences.

Your opening question?

3) At an appropriate time, transition into game language:

So if this was a game, what would winning look like?

This is a key moment. You must shift them into game language. And you may have to give an example or even re-language what you have heard them say into a phrase about winning. As you do this you will be opening up a whole new way of thinking for them and it could be extremely powerful, inspiring or possibly scary.

Once again, as you help them make this language shift, you are revealing your level of understanding about the game and about the prospect as an individual. When you do this well, it is impressive. Your prospect will feel that you really know them, that you are really listening.

Your game language transition phrase...

4) Explore the underlying purpose

What would it mean to you personally to win this game?

What would it mean in your life?

Listen carefully. Probe until you find the real juice in the game. What is REALLY at stake for them in playing to win and winning?

Encourage them to explore the real desire. You may have to encourage them to delve deeper into their thoughts and motivations. You can share with them that every meaningful game has the seed of a deep desire. That in order to do what it will take to win there must be a BIG desire and you need to know what it is. You are also learning about their values here.

Key point: This is where you reveal that you are serious about your work as a coach and only work with clients / players that are serious about playing the game to win. It will really impress them. It may scare them off too! LOL.

You will feel it when you hit something below the surface. In a short session you don't want to go too deep. Just deep enough to know that this is truly a game worth playing for them.

Your go deep transition phrase...

5) Ask them about the challenges they are facing right now.

Here you reveal your awareness about the game and how to play better. Do NOT go into detailed descriptions. Just brief ideas about how you will approach the challenges and the pursuit of playing better together.

6) Make the initial offer to coach them

IF you determine in the conversation that you can help them win the game, then you say: "Well I am REALLY excited to be talking with you! This game you are talking about is something that I love and my job as a coach is to help you win. I believe that this is a winnable game for you and with me as your coach you will win. What are your thoughts?"

There are a lot of ways the conversation can go at this point! So it's impossible to explain all of the possibilities. But here are a few.

They might be right on board with you and say "Yes, when can we start?"

They might want to ask you some questions about how you will help them win or about your services and prices.

They might want to "think about it". (usually this is a polite "no thanks" but not always)

Your initial offer phrase...

Note: If you determine that you don't think you are the right coach for them, tell them this and offer to help them find a coach who knows their game or a coach who would be a better fit for their situation

7) Answering questions

The questions that the prospect asks are often quite revealing. And answering them well will contribute to the certainty you are building.

Your pre-session sheet with your service details and pricing will significantly reduce questions about your services, but you may have to clarify something for them.

Probably the biggest question you will have to answer is something like: "How will you help me win". They might not use those words but that will be the idea. It is important here that you have a concise and compelling answer! This is something that you will want to write out and practice. It will reveal the basic elements of your coaching method. Often it is the last piece needed for the player to know that you really can and will help them.

The basic elements of your "how I help you win" answer.

8) A Multi-Part Experience

If you are going to create a multi-part exploration...

Then decide what you will challenge them to do in between sessions.

How will you stay connect with them and create the ALL IN feeling?

9) Request an offer

After the questions are answered you will have to request that they make a decision. This can be done very naturally and in most cases you will already know what they are going to do. There are many ways to do this.

If you think it's a YES...

- So, would you like to get started?
- Let's work out the details so we can get started

Your request for an offer question or statement

If they are in "think about it" mode...

- So when are you planning to make your decision?
- Can I follow up with you in X days and see how you are doing?

The key in this part of the conversation is to convey certainty that you can help them win and that you would enjoy coaching them.

10) Handling "objections" is not a part of this process

The key here is that in the collaborative session strategy there are no "objections". Objections imply that there is one outcome that you are driving towards and you have to convince them to do it. That is not what we are doing here. Either it will be clear to both of you that you should coach together or it won't.

11) After the YES!

After the Yes, can you guess what you need next? YES! A method for starting with a new player. At the very least before you end the call, do this...

- a) Find out there payment method; If Credit card, get the number at this time
- b) A date and time for your first session
- c) Let them know that you will be sending them an intake package

Describe the key steps in your New Player method:

REMEMBER!!!

This process requires a little planning and a LOT of practice.
Enjoy it. You are building a major skill that will serve your coaching practice AND many other endeavors in your life.