



Week 04 Session Plan

1) Group Conversation: How to you FEEL about selling your coaching program.

In a powerful exercise, we are going to explore how you FEEL about selling your coaching program.

2) Real Play: “How much does your coaching program cost?”

NOTE: There are a few little twists to this role play. Please read it through a few times so that you are prepared when you are the Observer/Guide/Prospect.

Setting:

A person who is a good match for your IDEAL player is referred to you by someone who didn't explain too much about what you do;

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Quickly exchange names, say hello and decide who will play which role to start the experience.

Both people will have an opportunity to play both roles.

Two roles:

Guide/Observer/Prospect: Orchestrates the experience AND plays the Role of An “ideal prospect” calling the Coach. And you are responsible for noticing how you feel during the experience.

Player/Coach: is a player in the game of business; becoming a thriving coach in the world.

DO THIS:

The Player/Coach: Give your Guide a **1 minute** (or less) description of your IDEAL PLAYER; share key characteristics, mindset and their typical situation.

NOTE: PLAN AHEAD! Prepare this description prior to our meetup.

Guide: Do your best to get into the mindset of this IDEAL PLAYER

TIME PERIOD = 9 minutes

START

Guide/Observer: Hi *Name*, my friend met you at a meeting and suggested that I call you. Can you tell me about your coaching?

Player/Coach: {respond by co-creating your desired experience with the person **as if** they asked “What do you do”; weave in your Performance – Possibility GAP; ask your Originating Question}

Guide/Observer: {play along with what the Player/Coach does; IMPORTANT: if the player/coach asks you a question, answer authentically BUT keep it SHORT!!!!}

THEN

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Guide/Observer/Prospect ASK AGAIN: I am curious about the coaching. How does it work?

Player/Coach: Understand that the person is asking you a direct question and would like an answer so that they can feel that you are credible.

{Share a few things about your Signature Coaching Method}

Guide/Observer/Prospect: “That sounds very interesting to me. How much do you charge for your coaching program?”

Player/Coach: {Share your package and pricing VERY succinctly! Then say something affirmative about how much they will enjoy it.}

Guide/Observer/Prospect: “That sounds pretty good. I would love to know more about it.”

Player/Coach: Invite them to your Exploratory Experience.

@ 9 minutes TIME OVER / SWITCH ROLES

@ 18 minutes TIME OVER

Partner Debrief

Share with each other as the Guide/Observer: what did you experience in talking with the Player/Coach?

What energy, emotions did you experience?

Help each other understand how you “come across” in a situation like this.

END @ 22 Minutes

3) Body Beliefs

A body belief is a phrase that captures the essence of a feeling in the body during an experience.

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After the partner practice experience, we will explore 2 common “Body Beliefs” that come up in situations like that:

It is “NOT SAFE / Safe / a Good Idea” for me to talk about MONEY

It is “NOT SAFE / Safe / a Good Idea” for me to make a BOLD Promise.

Did you feel the Play Safe version: NOT SAFE?

Did you feel the neutral version: Safe?

Did you feel the Play BIG version: Good Idea?

4) Prepare Your Signature “Enrollment” experience structure.

Your Enrollment Experience includes EVERYTHING you share with your potential player and everything you do with them to create a powerful experience that leads them to “YES, I want to hire you as my coach”!

This includes:

- Your intention for the experience
 - “Media” for the experience in the form of: Articles, Playsheets, Audio, Video that you send them before and/or after; Your Media may include player success stories.
 - Your outline of everything you want to say and ask in the conversation... then be prepared to flow with the conversation while staying close to your plan.
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- How you “Make the offer”
 - Your Signature “Follow Up” Method;

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The intention you have for the experience

Describe your intention in a few key words. Examples: provocative, friendly, energizing, empowering, belonging.

Your Media

Share about the content of what you send to your prospect before and/or after the conversation.

Your Signature Enrollment Method Conversation Outline

Share a brief outline of your Signature Enrollment Method Conversation. Share the arc of the questions and “shares” that you weave into the experience.

How you “Make the Offer”

How do you decide IF you are going to offer to coach the person?

How do you SAY IT?

If they don’t sign up on the spot, how do you explain your follow up process?

How do you Follow Up

Explain how you follow up with the potential player who needs to “think about it”?

What do you say in follow up voicemail / email / text?

5) Connection Reach-Out Method

A key to success as a professional coach is to regularly “Reach out” to people you know – or people you meet through social sites - and invite them to a conversation.

The key is to come up with language that you are comfortable with and USE IT.

Example: “Hey Bill. How are you doing? I am really excited about some big changes I have made to my coaching business. I would love to tell you about it. When can we talk?”

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6) What do you need to “walk away” from to become AMAZING at selling your coaching program?

It is very easy to get settled into a safe place with your business activities. But often that safe place does not include becoming amazing at selling your coaching program!!

While your situation may look harmonious from the outside... on the inside you are becoming restless for something MORE.

So it is time to go on a big adventure into new activities, new ways of being, new experiences and NEW RESULTS.

What do you need to leave behind to set out on this new business adventure?

Examples:

- A mindset about Money
- A mindset about your Value
- A mindset about the value of coaching
- A mindset about selling
- A mindset about how to deal with Social Fear
- A mindset about taking new Social risks

Make a list of every “thing” you can think of that you need to leave behind.

Soon you will feel the energy of adventure!

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