

Coaching Consultation Script

Throughout the call, plan high quality questions that expose pain points for the potential client.

First part of the call is all about them...

1. Do you live in the _____ area?
2. Tell me about your background.
3. How long have you been in _____?
4. Tell me about your role.
5. How long have you been serving in this role?
6. How has the role evolved throughout your time there?
7. What is the greatest challenge you're dealing with?

Then, when there is a lull...

1. I always interested... How did you connect with me?
2. What has been the coaching budget in the past? Or what is the budget for your coaching?

Features and Benefits

1. 2 One-on-One sessions monthly with [Coach]
2. Exclusive access via phone, text, and email
3. Premium Access to [online product]
4. 6 month plan

If they ask, What is your coaching fee?

"We try to always work within your budget of the event. We have several options. What budget amount do you need us to work within?"

Share 2 Coaching Options

\$X coaching 12 months – paid in advance

\$X monthly for 12 months

\$X Coaching Lifetime – paid in advance

\$X monthly for 12 months

Then ask, "Which of these options feels like the best fit for you?"

If they say no, say...

"OK. I understand. What would be an amount you would feel totally comfortable moving forward with?"

If they give you a number that's as high or higher than your old rate, you can say "yes" (or no, or can we meet somewhere in the middle).

If their number is too low or they still can't make it work, say...

We certainly understand. We want to support you in a way that makes sense for you. We have a couple of other options that may work better for you at this time. These two options still have some of the same benefits of Coaching, with just minor differences:

[Offer Options]

Which of these would work best for you right now?

If they still can't make the money work...

"I have another option that might be a better fit for your budget, would you like to hear a little bit about it?" and then offer them...

[Final Option]

If they get real concerned about price...

Which are you concerned about more – 1) The price of the coaching program, or 2) The costs of challenges in your life and work that you shared with me (along with how much worse they will become if you don't solve them)?

How much did you set aside to solve this problem?

(Whatever they say, respond...) Great! Let's start with that and work out a plan so you can start eliminating [challenges] and helping you [desired outcome].

Remember:

1. Everyone is a suspect until they demonstrate otherwise. Sometimes I need to proactively help them move from suspect to client.
2. When someone says "I'm not willing to invest..." then acknowledge them for coming to a decision and move on.