



The Introductory Session Outline

- 1) Context
 - a What do you want to achieve in this session? Put another way, what would you like to leave the session with?
 - b What I want to achieve (see if it makes sense for us to work together)

Note: If they don't bring it up, ask if they're looking for a coach, or have considered the possibility. Leading to....."so would you like to know by the end of the session if I'm the right coach for you?" ".....if it makes sense for us to go forward together?"

- c What interested you in, or drew you to coaching?

- 2) Get clear on the goal/vision/picture
 - a By when?
 - b Maybe pick a 12 month goal, then where they need to be in 3 months
 - c If they have several goals, work only on the most important one.

- 3) Help them see the path
 - a How will you get there?
 - b What needs to happen for you to reach that?

Note: don't try to handle the whole issue for them in 30-60 minutes! It takes too long. Just help them see a possible path – e.g. we'd work on A, B and C.

- 4) Why the Coach is Needed
(You don't want them to say, "well thanks – I'll go do that!")
 - a Why haven't you achieved this already?
 - b What would coaching provide that you haven't had in the past?
 - c If we go forward together on this, what would you get from me that would be most valuable? (support, accountability, direction, focus, validation, challenge, motivation etc.)

- 5) Uncovering any hidden objections
 - a Is there anything left that you need to know about how I coach, or about who I am, for you to know if you'd like to us to work together on this?

6) Closing the Sale

- a Is that something you're interested in?
- b So how does all this feel so far?
- c How important is this goal to you?
- d Let me tell you how I set up with new clients, and you can tell me if that's something you would like to try? (We pick our regular time slot, I send you a welcome pack, and I give you fieldwork so you can get started straight away. Is that something you'd like to do?)
- e Is there anything else you need to know about me or the coaching for you to decide if it makes sense to move forward on this now?
- f What will probably happen if you don't hire me as your coach?
- g Are you willing to accept not achieving this goal in the next couple of years?
- h I don't mind if you work with me or not, but sitting on the fence isn't part of coaching. So I invite you to choose either way, but choose now.

7) Handling Objections

- a Money
 - a) If you're a new coach, I suggest you get clients at any price. If they say your regular fee is too much, you might ask: "If price wasn't an issue – if it was affordable for you – would you want to go forward with this?" "OK – then what would you be comfortable paying?" Then go with that!
- b No Time
- c Can do it myself
- d Undisclosed (hidden) objections

8) Double Closing

- a How do you feel about us working together?
- b Could you give me some feedback regarding how this session was for you?