

Simone Peer, Inc.

PROFESSIONAL CERTIFIED COACH - ICF MENTORING/SUPERVISION

SALES CONVERSATION:

Essentially, the building blocks for both the overarching/global agreement session and the “sales” conversation are the same script. They are designed to use your coaching skills without solving the clients problems and to create awareness of how insidious and painful their problem actually is, so they can decide upon the direction the potential coaching relationship will take.

The reason you don't do regular coaching in a sample coaching session and bring the client to solution is because it's like putting a band aid on a deep hemorrhaging cut. Clean it up, put on some Bactine to numb the pain, put on a band aid and they have the perception that everything's good and they can go on their way. It's irresponsible to give them a false sense of well-being, when you know that there's more to it than meets the eye.

Based on your own work, you know coaching is a journey of transformation, not a one-time, drive-by service station stop to fill 'er up ... just as the car runs out of gas, so does the band-aid run out of service. Transactional coaching solutions ... strategies not borne of transformation have expiration dates, and just like rotten, slimy kale forgotten in the produce drawer of your refrigerator can create a really stinky situation, so does the ill-conceived, short-sighted strategy. It will have to be dealt with down the road, and usually at a greater expense because the available resources (time, attention, energy, money, etc) have diminished.

Now let's circle back to the “script,” it is exactly the same when setting the overarching agreement, except you're not enrolling them into coaching; this time you're enrolling them into the path of their development. Essentially, in both the Discovery (sales) Session and the Strong First Session, you're finding out:

- what they want
- why they want it
- what gets in the way of them 'having' it already
- what's going to happen if nothing changes
- how much do they really want it
- how committed are they to making it happen.

PREPARING COACHES TO MAKE IT, so THEY NEVER HAVE TO FAKE IT!

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In Discovery, you connect the dots that your coaching is the partnering they're looking for to ultimately get to solution they're looking for. In the Strong First Session, you've already partnered, in this conversation, you begin to develop the path for coaching:

You're now in pursuit of the crick in the neck of their thinking, which is the identification where their thinking is not working for them, so you can help them change into thinking that will help instead of hinder AND set some achievable goals that will help them address the most pressing things that are getting in their way.

Likely, you're going for the low-hanging fruit first, so they can recoup some of their resources (time, energy, attention, money, etc) ... this is foundational work to eliminate some tolerations and create some wins that also give them a return on their energy investment. Think energy dollars from the Catapult Your Coaching Cashflow ebook (attached below) ... they need to build their reserves in order to have the juice it takes to move powerfully forward.

ALL of this sets up the premise/foundation of the relationship, and make no mistake here: Relationships can be formed in an instant! When you demonstrate that you really 'get' your client, become an advocate for them and what they want, and support them to be more than they've been able to become or access on their own, a relationship IS forming and the trust and intimacy keep growing, deeper and deeper roots. This is you adding value.

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