



Potential Client Selling Questions

- What are the 3 challenges you are facing right now?
- What is the financial opportunity you are missing out on because you are too busy dealing with problems?
- What outcome would make coaching worthwhile?
- What can I say that would interest you in having your own coach?
- What's the most exciting thing about your job?
- What do you feel passionate about? What gets you out of bed in the morning?
- What do you have some of, that you'd like a lot more of?
- What is it about coaching that sounds most interesting?
- How do you think you would benefit from partnering with a coach?
- What would be different if you worked with a coach?
- If you wanted to make your job more impactful, what are 2 or 3 things you would do differently?
- Rather than me talking about coaching, would it be okay with you if you share what's most on your mind?
- What would have you start working on that right now?
- There's so much more I'd like to learn about you and what you're doing – and to tell you more about what I do – and I know we are pressed for time. Are you available to speak on Monday afternoon?
- Would you be interested in knowing the kind of people that I coach?
- Would you like to know what a coach does?
- Is there something you would like some help with right now?
- Would you be interested in my coaching you in one of the areas you have mentioned to me?
- Would having some support with that be helpful?
- May I be so bold as to ask when you would like to start?
- If you want to improve __, why not begin by hiring me?
- How's your foundation – your personal foundation?
- Have you considered using the Attraction Principles to reach that goal?
- How are you solving that?
- If there were a perfect solution, what would it be?
- Have you set your life up to take full advantage of that opportunity?
- How ready are you for that?

- Have you worked with a coach before?
- Who's around to keep you stretching the vision you have for your company?
- Ever considered the possibility of having a perfect life?
- What do I need to say so that you might say yes to giving coaching a try?
- What do you really want in your personal life that you've never told anyone?
- Why wait for that? Why not start working on that right now?
- What is the gift or skill you want to use more often?
- Would you let me help you with that?
- What consumes your time that isn't making you any money?
- What are you putting up with (tolerating)?
- Are you living your life or just working for a lifestyle?
- How much profit should your business be making?
- What is motivating you at this point of your life?
- What's something that you really, really want?
- Where do you hold yourself back?
- On a scale of 1 to 10, with 10 being highest, where, honestly, would you rate your personal quality of life right now?
- What are you doing that makes no sense at all?
- If you did hire a coach, where would you start?
- How much would it be worth to you to solve those problems?
- What's in the way of your having a perfect life?
- Have you ever considered having a coach of your own?
- How is business this year compared to last year?
- What are the 3 changes you would make in your life that would significantly improve it within a week?
- What is holding you back?
- What can't you do for yourself that perhaps a partner like a coach could help you do?
- Am I the first professional coach you've met?
- I'd love to spend some time with you to find more about that. Can we speak on Monday morning?
- May I tell you who I work with?
- May I tell you how I work?
- If you could have any type – or amount – of support with that, what would it include?
- Would it make sense to bring in whatever support is needed to get that problem solved?
- What questions do you have about coaching?
- May I tell you a little bit about a client I've worked with who was facing something similar?
- How I can help?
- What would be the perfect solution for that?
- What are the strategies you are considering using to accomplish that most quickly?
- Do you have everything you want in your personal life?
- Has your company brought in a professional coach yet?
- Would it help to talk to a coach about that?
- Who coaches you?
- How long has that been the case?

- **When would you like to start working together?**
- **May I introduce you to one of my clients who might be able to help?**
- **What is the vision you have for your company?**
- **What is that costing you?**
- **Is that problem solvable?**
- **If not now, when?**
- **Would you like a referral to someone who I trust?**