

# Top Five Sell-Able Personal Features Of The Coaching Service

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Like any other professional service, coaching has features and benefits. Here are what I feel are the easiest-to-sell personal features of coaching (yes, I know you are supposed to sell benefits, but that's another list...).

## **Your Presence And Dedication**

Your being there is worth at least 50% of your fee. And the more sophisticated your client, the higher the percentage, in their eyes. Finding a professional who is THERE with them is a challenge for anyone looking for professional services.

What is "there?" Caring, listening, focusing on, being honest with, standing in the shoes of, challenging, thinking-of-the-client-between-sessions, coming up with ideas for the client on your own without prompting, etc. You know, "there."

Selling This Feature: "One of the things you will get by working with me is that I am there — intellectually, emotionally, and spiritually. You will feel this — it's palpable. Especially, between our calls — when the going gets rough. You can always call me!"

## **Your Set Of Related Experiences And Knowledge**

We all have experiences and knowledge, but are you sharing the specifics of these so that the potential client has reason to believe in you?

Bad Form: "I have been coaching for 25 years (vague, quantity-vs-quality oriented)."

Good Form: "Based on what you have said, I have worked with three clients with similar opportunities. Would you be interested in hearing how they leveraged these similar opportunities?"

Moral of the story. Show — don't tell.

## **A Creative And Collaborative Environment**

The best clients want someone who can help them come up with clever strategies, solutions, and approaches to their goals and problems. It is important to educate the potential client that this creative environment is part of what you offer as a coach.

Here is a way to weave this in to a conversation with a potential client:

"How creative are you going to have to be in order to solve that problem?... (person answers)... (segue)... "Part of what you will be getting from a coach is a fresh, but experienced, set of eyes and ears. That contributes to the creative exchange between us. Creativity and collaboration is the best solutions to most problems. Either we will find the solution together, or we will make up the solution, together."

## **The Basic Structure Of The Coaching Relationship/Service**

It's one of those life truisms: "With the perfect amount of support and structure, a person can do just about anything."