

# How to Close

## A Powerful Script to Convert Prospects into Clients

You're a great coach and you love meeting new people. You regularly connect with potential new clients, and your conversations are great. You're terrific at listening, untangling complex situations, and offering up valuable insight. The people you meet with are grateful and thank you profusely.

But, for some reason, they often don't hire you!

Does this sound familiar?

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At one time or another in our businesses, we've all been there.

That's why it's so important to learn that crucial, final step: how to turn prospects into paying clients.

Through our work with our private coaching clients, we've developed a powerful script you can use to convert these meaningful conversations into client engagements.

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After a great discussion with your potential client, say this:

You: I hope that was helpful to you!

Potential Client: It was! I appreciate it so much!

You: If you don't mind, can I ask you what your specific takeaways from this discussion were?

Potential client: Sure! (share takeaways)

You: Super! (Repeat back at least one or more of the takeaways you just heard.)

Potential Client: Yes!

You: Great! And what action are you going to take as a result of this?

Potential Client: Oh, good question. (Shares actions they will take)

You: That sounds great! I'm excited to hear how that goes. Now if it's OK with you, I'd love to tell you a bit more about how I work. As you know, I'm a coach. I'd love to work with you if you think it would be valuable, and I'd love to explain the process.

Potential Client: Sure, I'd love to hear about it!

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After this, share with them how you think your partnership could be valuable for them and how you work with clients. This is the time to tell them the actual logistics of how you structure your engagements and how you charge (for instance, that you offer a 10-session package for a certain amount of money). If they say yes, or they want more information, that's terrific and you can take it from there.

If they say they don't want to work with you now, or can't afford it, that's also very helpful. You don't have to spend any more time wondering if they'll hire you. If you've spent a few sessions with them, you could possibly ask for a testimonial or reference. And you can stop meeting with them for free! And life is long. They may hire you in the future or refer you to others.

With this script, you can avoid those endless coffees that never seem to result in paid work, and you'll be ready to turn far more of your prospects into clients.

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