

Turning Prospects Into Clients **A Proven Script**

The first step in turning prospects into clients is starting the conversation in the first place! But it's not always easy to know where to begin. How can you develop trust and rapport, and also transition into talking about how you might work together?

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Through our work with our private coaching clients, we've honed a powerful script you can use to initiate sales conversations. When this is done correctly, it looks and feels like a regular coaching conversation, not a 'sales pitch'. And that means you'll be able to execute it, time and again, with grace. Here is the process:

Planning. *The most important part of the sales conversation is **before** the sales conversation, when you plan.*

- a) Do your research - who is the buyer? What are their needs and pain points? What kind of offering will they be looking for?
- b) Have a plan for each phase of the conversation (as described below). Prepare a few stories so they are top of mind.
- c) Practice with a friend or colleague to get comfortable saying the actual words. Many people are uncomfortable practicing, but you'll feel more confident knowing that you are prepared.
- d) Prepare your pricing for different options.
- e) Get into a positive mindset and activate your inner confidence - for instance, by breathing calmly or repeating an affirmation.

The Conversation

Phase 1: Opening

Coach: "I'm excited to spend this time to talk to you about your needs and your goals in this (coaching engagement/coaching program/offsite, etc.). I'm going to ask you a few questions about what you have in mind so I can get to know you better and see if I can help you.

So first of all, do you mind telling me about what you'd like to accomplish in the process you're contemplating?"

The prospect will share what they have in mind.

The coach should listen to the explanation with a desire to ask deeper questions.

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Phase 2: Clarifying

The coach should ask additional probing questions such as:

- “What would the impact be if you could achieve this outcome?”
- “If we were sitting here in 6 months toasting our success, what kinds of things would you observe that were happening or not happening?”
- “What have you tried so far to solve these problems?”

The coach should listen to the prospect’s explanation and seek to understand their perspective.

Phase 3: Relating

The coach should mirror back what the prospect has said to check your understanding and to showcase your ability to synthesize.

Example 1 (with an HR person at a company): “So if I hear this correctly, you’re concerned because as your company grows, everyone seems to be working more in silos and so you’re losing efficiency and people feel frustrated that they don’t know what’s going on.

You’d like me to put together a coaching and training program that builds the skills and mindset for people to work together better cross-functionally. And if we are successful, you’ll know because there will be more efficiency in how your employees work and less noise in the system. Is that right?”

Example 2 (with a senior executive at a company): “It sounds like you’d like to hit the ground running as you take on the leadership of this larger division. Specifically, you want to navigate the complexity around managing your former peers and building a strong relationship with your new more senior peers. Also you want to make sure that you build a plan to demonstrate quick wins in the first 30 days. Does that capture it?”

The prospect will respond.

The coach should listen for any nuance they want to add and to then mirror them back, if any. Once the prospect confirms this understanding, the coach can move to the next step.

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Phase 4: Solution

Coach: "I'd be really excited to work with you on this. Let me tell you a quick story of how I've helped my clients in a very similar circumstance."

Tell a story that comes close to this scenario. If you don't have a story, share how you would approach this to cover the situation the prospect described.

Phase 5: Close

The coach should move to the close, which includes three components: 1) your proposed solution; 2) pricing; and 3) next steps.

For instance, "I suggest we handle this in two phases: an offsite with your entire team and then 6 months of coaching with you. Typically I charge XX for this kind of engagement. What do you suggest for the next steps?"

Or

"I suggest that I design customized training for all of your managers that will cover these topics. Typically I charge XX for this piece and YY for that piece. I'd like to think about it and follow up with more details and exact pricing. How does that sound to you?"

Congratulations on taking action to develop your skills in initiating sales conversations. We're cheering you on and look forward to helping you grow even further!

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