

How To Close Worksheet

A Powerful Script to Convert Prospects into Clients

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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?

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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Situation:

You've just completed an amazing first session with a potential client you're hoping to work with. Here's how you can wrap up the session and present your offer in a friendly non-salesy way:

Closing script:

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

Wrap up & acknowledge the session:

You: I hope that was helpful to you!

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

Share key insights and actions:

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.

Transition to Your Offer:

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. Here's how:

Reflect on their key challenges:

You mentioned that X Y Z was a challenge, this is something I support clients with.

Explain how you can help them, using their words and situation as much as possible:

- We start by..
- Then we..
- Finally we..

Tell them the investment:

- The investment is ____ which engages you in # sessions or X months of coaching

Ask if they'd like to join your program:

- Is this an opportunity you'd like to explore further?
OR
- How does that sound to you?

In Conclusion:

If they say they are interested, you've just won a new client.

If they say they are not ready 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 and can stop meeting with them for free. If you've spent a few sessions with them, you could possibly ask for a testimonial or reference.

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.

Congratulate yourself for taking this step!

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