

# I'm Not Here To Sell You Anything!

## A Consultative Approach To Enrolling New Clients For Coaches

Read and understand the following.

Concept	Suggested Words/Tactics
<b>Intro W/Benefit</b>	Hi! I am coach _____ I help people like you to ...
<b>Positioning</b>	I am really a consultant rather than a salesperson. In that regard, I am not here to sell you anything.
<b>Actually</b>	My biggest fear is that I will talk you into something you really do not need.
<b>Up Front Contract (Ground Rule Commitment)</b>	If I could get fifteen or twenty minutes of your time to ask you a few questions, we can make a decision together — if it makes sense for us to do something further, or not. Does that sound fair?
<b>Interview</b>	<p>Proceed with a consultative interview/examination for your product/service, using a series of questions to determine your prospect's</p> <ol style="list-style-type: none"> <li>1) Pain or gap between where they are now versus where they could be with your product/service</li> <li>2) Budget/Ability to pay</li> <li>3) Decision-making process/timeframe</li> <li>4) Conditions of satisfaction</li> </ol> <p>(Your skillful questioning will be all you need to determine if you and your prospect are truly a good fit.)</p>
<b>Directive Close Steps</b>	<p>If there is a good fit, tell the prospect the exact steps you and he/she will go through to become an active client.</p> <p>If this sounds interesting to you, the way it works is _____.</p> <p>Then SHUT UP! The prospect will either agree to proceed or will present an objection. If there is an objection, go back to the interview to determine what the prospect's concerns are. Redefine them in terms of the conditions of satisfaction. Then, restate the step for becoming a client, then silence. (Note: If another meeting is required, you MUST set a firm appointment date, time and agenda — even if by telephone.)</p>

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