

MODULE 9

SALES

The Coach School



Workbook

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# Sales

*Sales isn't a bad word. In fact, the sooner you get comfortable with pitching your business and selling your services, the sooner you can help the people who need you. One easy way to get started is with multiple sales funnels, so you can increase your revenue and gain financial security.*

## Lesson Checklist:

- **Training 9.1 : Getting Out of Your Own Way When Selling**
- **Training 9.2 : Identify Benefits & Overcome Objections**
- **Training 9.3 : What Makes People Buy**
- **Training 9.4 : The Calls that Lead to Paying Clients**

# Getting Out of Your Own Way When Selling

Simply put, "sales" is the process of offering your services in exchange for money.

The reason selling to potential clients is hard for coaches is because selling and marketing is – on the surface – a very different mindset than the one you use for coaching.

Coaches want to help guide and motivate people, and asking them to part with their money can sometimes feel uncomfortable. However, you must remember that sales is simply giving someone something they want and need in exchange for their money.

Selling is not being pushy. Selling is asking, "Can I help you solve your problem?"

**Write down how you feel about selling to potential clients? What about it is hard for you? What about it is easy?**

**How should your mindset about selling change? What specific thoughts about selling need to change? What will you replace them with?**

▶ *The Law of Averages*

When you offer to help enough people, the law of averages comes in. The more you offer your services, the more likely it is that people will say yes. As you practice, you'll also get better at selling your coaching to potential clients, so the number of "yeses" will naturally increase.

▶ *How to Not Self-Sabotage*

We tend to apologize for being assertive or bold; but remember, you are an expert, a professional, and you have something the world needs.

**Do you ever apologize or feel guilty about being assertive?** (Really think about that question before you answer!)

Create a short script like the one below which you might use after you start talking to a client who's expressed interest in you helping them:

Example: "Good afternoon! I'm so excited to talk with you because I think with some small changes you will be able to make exercise a priority. Let's dive in"

**Now, your turn:**

In your own words, what does it mean to self-reject?

True or False? (Circle the word true or false for each statement):

Not taking success or failure personally is the hardest part of the sales process. **TRUE | FALSE**

You'll always know the behind-the-scenes reasons someone says, "no." **TRUE | FALSE**

You should abandon a potential client after the first or second "no." **TRUE | FALSE**

The more potential clients you contact, the higher the likelihood that you'll get a "yes" and get hired as a coach. **TRUE | FALSE**

So much of the response we get from potential clients depends on our own attitude and our emotions when we talk to them. If we self-reject, talk ourselves down, and start a call without confidence, it's very likely we will project that negativity onto the person we're talking to. (And no one wants to pay a coach who doesn't seem confident.)

### ► *Turning a No into a Yes*

Here are some tips for creating a simple system to stay on people's radar:

1. Use your coaching leads spreadsheet that you'll earn as a bonus at the end of this module. Copy the master spreadsheet and customize it. You can make tabs for a prospect's name, how you know them, how they found you, what they do, what their problems are, how you can help them, when you need to contact them again, etc.
2. Once you have all that info, put dates on your calendar for those people with whom you need to follow up or check on.
3. Follow through (this is the most important step).
4. Update the spreadsheet with new info.
5. Repeat, over and over.

## ► *Sales Anxiety*

Create healthy habits for managing your anxiety when you think of closing the deal with a potential new client.

1. Before you call a potential client, take a few moments to center yourself and take deep breaths. **Remind yourself of your "WHY."** For example, you might say to yourself, "I am offering to help this busy mom write a book proposal so she can achieve her dream of getting published." You can even write this on a sticky note and place it somewhere visible for an easy self-empowerment pep talk.
2. **Keep motivational quotes and messages on a bulletin board in your office** or as a screensaver on your laptop. Look at them before you try to pitch yourself as a coach. My friend and author Jon Acuff, in his book, "Soundtracks," did extensive research and was shocked to find science backed up the fact that positive affirmations really do help us achieve our goals.
3. **Examine your self-talk: what story do you tell yourself?** You want to focus on how you're about to talk with a person who has problems that you can solve. Sure, there is a chance they may not be ready to work with you, and that's ok. At the least, you have helped them. Coaching is guiding and serving, and you can still serve and help on a discovery call. You're getting your "reps" in and getting more confident on your calls.

Write a simple plan of how you will manage sales anxiety before your next sales call.



# Identify Benefits & Overcome Objections

## ► *Benefits*

What will make people say “yes” to hiring you as a coach? It is the benefits you offer to them. People want to know: “What’s in it for me?” This is especially true when making a commitment that costs time, energy, and money.

Benefits are what they will receive after becoming a paying client: a fitter body, a baby who sleeps through the night, a finished book proposal, or more self-confidence in dating.

Benefits are all part of the transformation your client will have if they work with you.

When you’re talking to a potential client, you want to highlight exactly what benefits they can expect if they work with you and follow through on coaching homework.

A health and fitness coach might say, “When we work together for six months, we will maneuver past the roadblocks you’ve come up against when trying to make exercise a habit. You’ll be able to make exercise a priority in your schedule, get over excuses that are holding you back, and become fitter, stronger, and healthier.”

Benefits answer the “So what?” question: “I’m here to help you become the athlete you thought you left behind in college. Not so you can win medals, but so you can play with your kids without being tired and so you can join your husband on his weekend runs.”

**List the transformational benefits your clients will gain from working with you.**

Features exist to help your clients achieve the benefits.

**Remember: people pay for transformation.**



► *Value*

I want you to understand your value. If you are a book coach, for instance, and help clients plan out the chapters of their next book, you know that you are bringing the value of a better book.

If you are a nutrition coach helping a client learn to eat healthy, you are helping them prolong their life and feel better every day. That's a big service to them and the people they love.

As a financial coach, you help your clients get and stay out of debt and save for their future. That's so important!

If you're a marriage coach, you're helping clients have a stronger marriage. That's a huge value.

**What's your value?**

**What does the transformation look like for your clients?**

**So what? Why does this matter to the client?**

## TRAINING 9.2: IDENTIFY BENEFITS & OVERCOME OBJECTIONS

When you sell, think in terms of the benefits to a potential client's life. Selling is nothing more than having a conversation that leads to someone hiring you to make a change they were already wanting to make.

**If you can do this, you can sell to anybody.**

Use your previous responses to write your own script for identifying benefits:

### ► *Handling Objections*

Remember these all-important tips:

- You should listen to their questions and take them seriously.
- You need to give them time to think and process what they are hearing.
- You need to have empathy for their process.

**Pretend you are a client who is talking with you. Write down several questions, concerns, or worries you would have:**

**Now, answer those objections one by one below, in the order you wrote them down.**

## ► *Overcoming Price Objections*

The most common objection is a price objection, where a client says they don't have the money or can't spend it right now. In order to overcome those objections, prepare to talk about the value you bring.

For example, you could ask, "What is your health worth to you?" Or "What is it worth to you to double your sales?" or "How much would it be worth if you could become a better parent?"

Another great question to ask when dealing with price objections is, "How much will it cost to do nothing?"

If you have helped a client in a similar situation to achieve great results, this is a perfect time to share a success story or a testimonial. Sharing those stories helps your potential client to know and understand that you can help them achieve that goal, too.

Price is normally an issue when people aren't yet sure of the value you bring. Once they understand the huge change you can bring about in their life, price is less of an issue.

**To overcome pricing objections, write a response about the value you bring:**

## ► *Overcoming Time Objections*

A second common objection is a time objection, where a client isn't sure they can make the time commitment necessary to hire you as a coach.

To overcome these objections, you should cast a vision for their future which presents their goal as possible.

Here's an example: "If you gave an hour a week to working with me, and then 2 hours a week implementing what we discussed, where do you think your business/marriage/etc. would be in five years? Is that worth the time investment to you?"

## TRAINING 9.2: IDENTIFY BENEFITS & OVERCOME OBJECTIONS

Here's another example: If they say they'll consider, but are not sure if it's the right time, you could say: "No problem, I understand. A lot of people wait on coaching until they get a few ducks in a row and it's the right time for them. Would you mind if I checked in on you in a couple months?"

This works because "check in" and "would you mind" are low-pressure words.

**Write a response to a time objection by crafting a statement that casts a compelling vision for their future.**

### ► *Next Steps*

What will you say when someone doesn't have an answer right away, but says they will consider your services?

When the potential client says yes, you can even say, "Great. Let's go ahead and schedule our next chat." Get that appointment on the books and then you get to keep the lines of communication open to confirm the sale in the future.

**What will you say when someone says yes?**

**What will you say when someone says no?**

As you talk to more people, you'll start to learn what the objections are, and what's holding people back from taking action. Just like sales anxiety gets better with time, so does your ability to deal with objections.

Armed with this insight and experience, you can help people take action and commit to becoming a paying client!



# What Makes People Buy

Most of the time, life change starts with a triggering event or huge decision. Something happens to change the way you see a situation, and you want to change. We call these "triggers."

## ► *Triggers*

A client needs to move from discovering you as a coach, to having interest in your services, to purchasing your coaching. The thing that moves a client through this process is a trigger.

One of the most powerful triggers is urgency. There are several types of urgency that make people want to buy.

**Give an example for each of these types of urgency as it applies to your own coaching:**

### ▼ TIME URGENCY

This kind of urgency is when you give potential clients a deadline before an offer/sale expires.

### ▼ NUMBER URGENCY

This kind of urgency can be shown by limiting the number of clients you're taking on, etc.

▼ URGENCY OF SPACE/AVAILABILITY

This kind of urgency is where you tell potential clients you only have a few slots or “seats” open in your schedule or course.

► *Assume the Sale*

Assuming the sale means you know you are the expert who can help your client achieve their goals, and you believe they want to work with you and will pay you what you’re worth.

Great coaches have a core belief about every prospect they come across. The core belief is:

**“This person has a problem, or they wouldn’t be talking to me in the first place. My job is to help them solve their problem.”**

If you go into your calls with potential clients not assuming you are the best person to help them achieve their goals, it will show and the person you are talking to can feel it. Your goal is to go into every potential client relationship assuming the person will say yes to working with you! (Not in an arrogant way, but a confident way.)

The presumptive close is a technique where you assume the potential client wants coaching and you move forward as if the potential client has already said yes.

▼ EXAMPLES OF ASSUMING THE SALE/PRESUMPTIVE CLOSE VERBIAGE:

- "I'm thrilled to work with you. I have an opening Tuesday at 3:30. Does that time work for you?"
- "Let's get scheduled for our first meeting on Thursday at 9:30. I will send over a contract this afternoon."
- "I can tell you really want to double your business revenue next year. If we get started right away, there's no reason that couldn't happen."



Now, write 3-5 of your own scripts based on the previous examples:

► *Start With the End in Mind*

I want you to start each call with the end in mind (closing well and getting a paying client you can help with your expertise). This will help you result with sales more times than not.

How would it change everything if you knew that most calls were going to end with a client saying yes? You would probably have more excitement, confidence, and energy, right?

How would it change the way that you walked them through the process? You'd most likely have a smile on your face, be relaxed, and be ready to listen, counsel, and close.

**Write a beginning script that closes with a sale in mind:**

**How will assuming the sale change the way you approach sales calls?**



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# Calls That Lead to Paying Clients

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You might be thinking, “But Alli, we already talked about free discovery calls!”

And you’re right. But now you have a lot more knowledge in your mental toolkit about how to run and grow your business. So let’s take some time to revisit discovery calls and apply the great marketing principles you learned these last few weeks.

Free calls are the secret to closing great clients. In 99% of cases, people are not ready to look at your website, see a package, and say, “Wow, let me commit 6 months and \$3,000 to this person!” We all wish it worked like that!

They need to know for sure they can trust you – that you are who you say you are, can do what you say you’ll do, and can and will help them solve their problems and achieve what they want.

That happens on a free discovery call when you get to know them and their goals, connect with them, offer hope, instill confidence, and share a plan to take them from where they are now to where they want to be.

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**Discovery calls are where you prove you are the expert who can be trusted.**

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Here’s the secret about free discovery calls. You want to spend most of your time **listening** and establishing rapport, and in the time you talk you want to focus on showing clear, actionable value, so that at the end, when you wrap up with a brief call-to-action, your potential client feels like they would be crazy to pass up the opportunity to work with you.

**It’s important to do your research in advance.** You want to research the prospective client on social media and their website. Read their application and get to know what is holding them back, what their goals are, what is working now, and what their biggest challenge is.

When you’re on the call, you want to have notes in front of you and make sure you use language that shows them you understand their struggles and you can help them reach their goals.

## ► *Steps on a Discovery Call*

I'm going to walk you through a pretend discovery call. If you have it nearby, grab workbook 1.4 where you wrote all about your perfect person. That will help you with this activity. If it's not handy, keep him/her in mind and jot your ideas below.

### ▼ 1. BUILD CONNECTION

Pretend the potential client you are talking to has a specific goal you can help with. **Write down two opening statements you could make:**

### ▼ 2. SHOW EMPATHY AND UNDERSTANDING OF THEIR PROBLEM/PAIN POINT.

Take the client above, and **write down 3-4 questions you could ask them to help you understand their situation more clearly:**

### ▼ 3. OFFER THE CLIENT CLARITY ON THEIR SITUATION.

Taking the client above, **write down a statement or two you could make to help them move towards clarity:**

▼ 4. DEFINE WHAT IS AT STAKE IF THEY DON'T TAKE ACTION.

People are naturally more likely to take action to avoid pain than to gain something. Defining what is at stake gives your potential client clarity on exactly why it is important.

Our job as a coach is to help them get clear and get going with achieving their goals. It's up to us to help them identify where they are, where they want to be, and how that gap has an impact on their lives.

Using the client above, write down a few things that are at stake if they don't take action.

▼ 5. OFFER A PLAN AND HOPE THAT THEIR PROBLEMS CAN BE SOLVED.

Write a hopeful 1-2 sentence plan on how you would work with the client.

▼ 6. COME TO AN AGREEMENT AND MOVE FORWARD WITH COACHING.

**OPTION A: PITCH IN THE CALL.**

Be very clear and specific in what you are offering them and what they will owe in exchange:

“I would love to help you XYZ. We'll work together for X amount of time every week and we will do [exactly what you plan on doing every week (whatever that is)].”

Explain how you work in as concise a manner as you can. Get it down to two or three sentences. This is where you summon all the confidence you have and you assume the sale.

Write your own statement(s) about how you work below:

Tell them the price and tell them exactly when they can get started: "It's \$200 a month and I have an opening for you at 2:30 on Tuesday. Does that fit your schedule?" (See how there was no dramatic, "Do you want to work with me?" and then a big awkward pause? Just flow into it naturally!)

Write a statement about your price and when they can start coaching with you:

**Never ask them to say yes – assume they're going to say yes.** In the closing, you're casting a vision for how good the future can be: give a couple short details about how you're going to work together, then quickly go over price, straight into scheduling.

Remember: We're not pushing people to do something they don't need; we're helping them solve problems. We shouldn't hold ourselves back or feel bad about it.

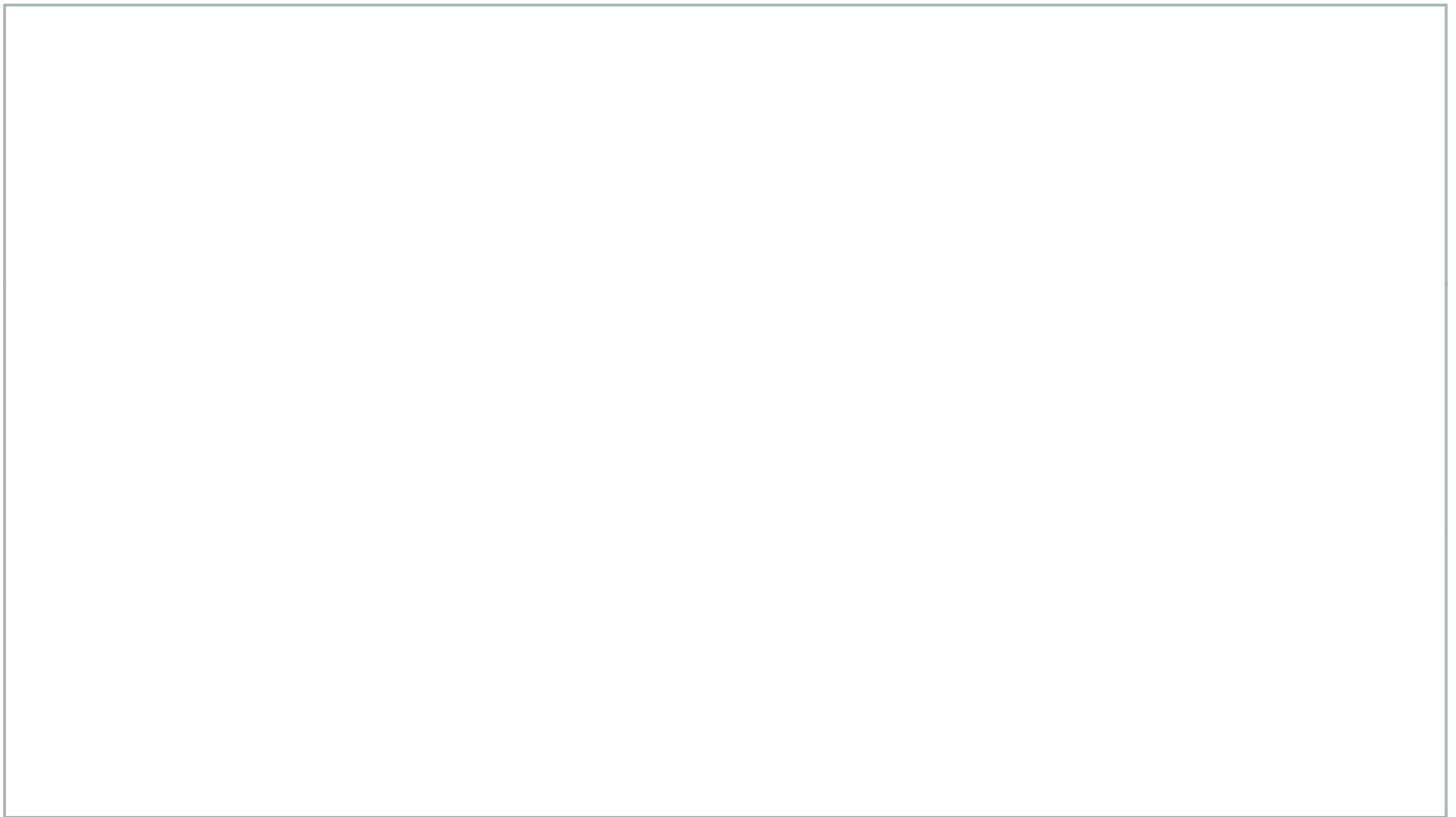
How should you respond if they say, "Let me think about it"?

**OPTION B: SEND A PROPOSAL.**

**You can still close a lot of business via email right after.**

There will be a bonus after these videos with a proposal template. If you send a proposal, draft it before the call so you can make edits after your call and send it over ASAP. You want to close the deal while the person you talked to is excited about working with you.

You'll have access to a proposal template as a bonus, and I encourage you to **use the space below to draft your own template.**







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# Wrap Up

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*Great work finishing up this module! You're one step closer to booking clients and growing your business. Take a moment to reflect on all you learned, and then don't forget to visit the bonuses you unlocked.*

My biggest takeaway from this module is . . .

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The changes I made based on this module that will help my business be successful are . . .

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Some things I learned in this module that I wasn't able to focus on right now but want to come back and work on later are . . .

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