

Virtual Coach Accelerator

Inner Game of Coaching

Learning how to transition into the sales portion of the conversation and effectively offer your services

How to send the follow up email and what should be included

Ways to accept payment and things to consider

The Sales Journey

- You are taking your prospect on a journey, you've already coached them and listened to them and hopefully given value (advice, support, presence, perspectives)
- Now you are getting to the last 15-20 mins of the call and you want to start orienting the conversation to your offer
- You are going to build an on-ramp to transition easily from what they are talking about to what you offer and how they can sign up/buy.
- This has to feel easy, in flow and natural. It cannot be a sudden stop->change->start
- The best way to do that is to gently start to take the conversation back under your control and start to lead it down a particular path

The Bridge/Boat Context

- Your client is on a an island, an island they feel trapped on and all alone on
- They have shared with you what they want and are searching for, they have hopefully told you what they are looking for- they have described the place they really want to go (Paradise Island)
- You are the boat that can take them there and your methods are what will have them get to where they want to be and take them the route that is best for them.

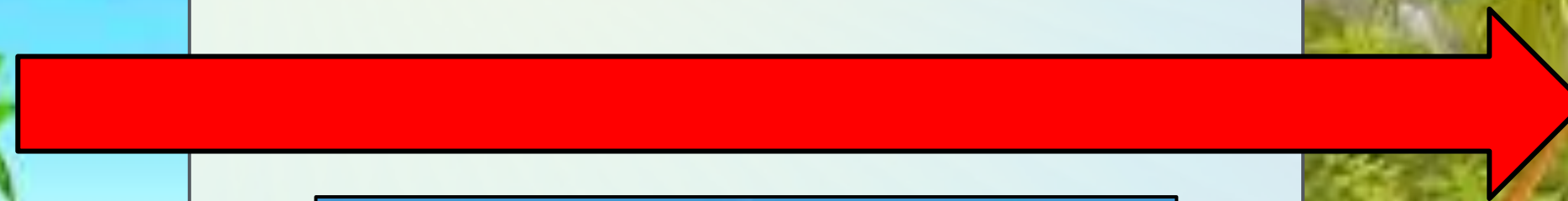
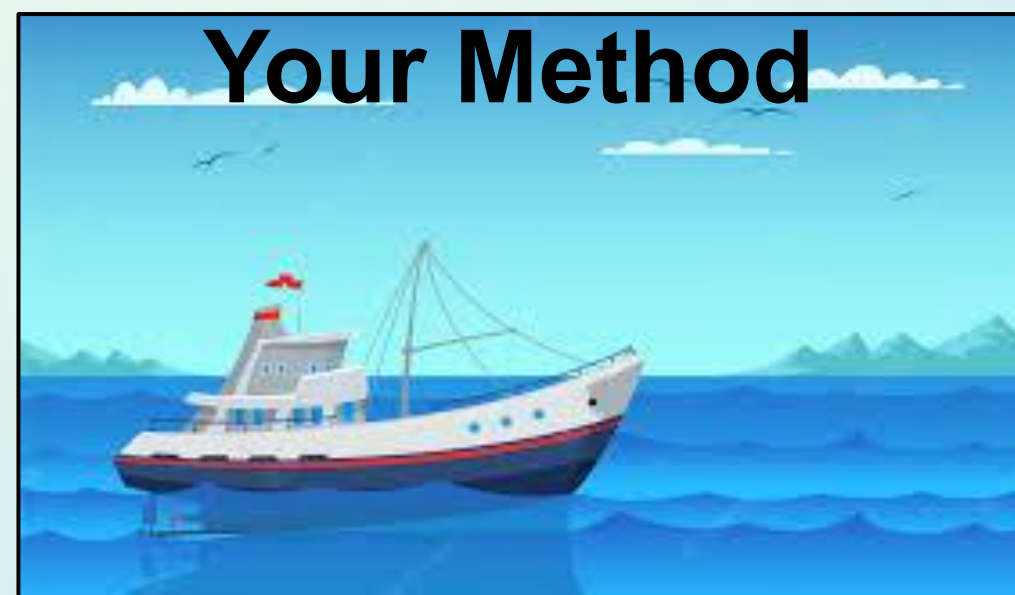
Where They Are Now



Their Dream Desire/ Want



Your Method



Example

Middle aged female who works a corporate job and is successful and high up in her role

Has a dream of starting her own coaching business and wants to leave her job. She has tried doing it on the side but it is hard and she can't commit enough time or energy to it between her job and family life.

She has a family with young kids and feels like she is missing out on their life

She finds her work soul-sucking and depleting but she does well financially and is worried that starting her business means a huge drop in income

She is tired, frustrated and feels like she is wasting her life away and does not want to spend another 10 years squashing her dreams or holding back her passion.

The Sales Sequence

1. I understand that you are feeling stuck in your business and are tired of spinning your wheels and not being able to get started, I am sure it is tough having to do that day in and day out, especially since it's been going on like this for over 10yrs now
2. I also can hear how being able to leave your corporate job and start that business without compromising on your income would be huge for you especially what it would mean for your kids and family. To have you finally feel that you are living your life's purpose and being who you were born to be
3. Is that an accurate assessment of the situation?
4. That's great to hear because the one thing I am passionate about is women living their truth and living a life that they are proud of and engaged in. I know that building a business isn't just about the details of 'How' but includes the world of 'why". I think that getting clear on what is holding you back and getting you laser focused on the real reasons you want this future is the best path forward as someone who has lived it, I am well suited to support you in achieving it.
5. I offer a 3 month program to do just that. We will meet weekly for 60 mins and have laser calls in between as needed. Three months is the minimum amount of time I have found works best for creating long lasting root system changes. For these 90 days I am on retainer for you as we navigate all the things that are holding you back subconsciously and create a powerful vision of where you want to go and the action steps to get you there.
6. My rates for this 3 month program is 6K and I charge in monthly installments
7. It would be great to dive into this with you and see how we can get you moving forward, I deeply believe we can create magic together and I'd love to help you get there.

Is this something that feels like match for you right now and would you like to get started?

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Making The Offer

You are going to bring the conversation back to your control and move into the sale portion in a natural way.

1. Start by recreating/resaying/parroting back what the client said the issues they are dealing with are. Describe the island they are on NOW and speak to why they are wanting to get off (remember to empathize with their pain and suffering)
2. Next describe the place they have said, and you have inferred, that they want to go (the island that are hoping to get to, where they want to be, what they want to accomplish)
3. Ask them if what you shared is accurate and on point
4. Next describe your methods/perspectives and how your way of doing things/your style can take them there (show how you CAN and WILL be the boat/bridge)
5. Then share about your specific programs/offerings that you think would be a good match ***note** the boat is not the buy (the boat is talking about how you work, what you offer. The actual offer/call to action is your specific program or way in which you work)
6. Next you say your price.
7. Lastly, share why you see it would be great working with them and then invite them/ ask them to sign up/join
8. Now stay quiet. (Don't rush in and talk if they are silent- count to 10 in your mind if you need to but stay quiet)

The Bridge/Boat Context

Sequence of moving conversation to the sale

1. Echo back where they are (Recreate the island they are on)
2. Resay and express where they want to go (life on Paradise Island- From already being there)
3. Ask if what you said was accurate
 - If Yes: move to next step (If No: Get clearer on their desire and see if what you offer is a match)
4. Share the results they will get with you and how you can get them there (What they will get using your boat/bridge)
5. Discuss the program/sequence that you are offering (features of the boat/bridge)
6. Move into the terms and price (cost, length of time)
7. Tell them why you want to work with them
8. Ask/invite them to work with you/get started



Follow Up Email

This is basically a modified written version of making the offer **sent within 24-48 hours after the call.**

1. Start with a friendly greeting and overall positive comment about the call.
2. Recreating/recapping what the client said the issues they are dealing with are. Describe the island they are on NOW and speak to why they are wanting to get off (remember to empathize with their pain and suffering)
3. Next describe the place they have said, and you have inferred, that they want to go (the island that are hoping to get to, where they want to be, what they want to accomplish)
4. Go over what some of the coaching may have been, idea introduced, methodologies suggested
5. Next describe your methods/perspectives and how your way of doing things/your style can take them there (show how you CAN and WILL be the boat/bridge)
6. Share again about the specific programs/offerings that you think would be a good match what it includes what they will get
7. Clearly state the price
8. Lastly, share why you see it would be great working with them and then invite them/ ask them to sign up/join
9. Ask them to let you know once they have an answer (or give timeline if there is one) and let them know that you will circle back in a few days to follow up if you don't hear from them.

Follow Up Email Info

If they say YES - You can show your enthusiasm and tell them next steps and decide when to start.

If they say NO - Be gracious and thank them for their time and genuinely wish them well

Either way you want to show genuine care for them not you - this applies in both scenarios. For Example:

- If they say YES - You are joyful and excited because THEY are going to get result (not because you got a client- yes its ok to be happy but that is not what is expressed on the call with them)
- If they say NO - The emphasis is still on them, (even if you are bummed or disappointed). It is easy to feel sad because you missed out on a sale OR that they will stay stuck or stopped. neither of these are appropriate. Trust that they know what is best for them and they are choosing accordingly.

*Their is nothing wrong with THEM if they say no, nor is there anything wrong with YOU if they say no. It isn't personal.

Virtual Coach

Long Term Follow Up

- Keeping people who could be a client in your network and on you on their radar is key
- Even if they are a no “The No is just for Now”
- Schedule follow up emails to check in or articles you can send their way that might still support them on their journey
- If you find great speakers, books or podcasts that you think are in line specifically with what they are looking for then send it their way - you are sending precise coordinated emails specific to them (this is not you are wanting to lose weight here is some nutrition advice it is more “I know you want to lose weight and are busy as a mom check out some of these recipes by this lady xxx as she does healthy 30 min meals with kids that you may enjoy”)
- These emails are done monthly or evenly quarterly but not everyday (The point is not bombard them but for them to see you as ‘the real deal’ offering great value even if they are not working with you)

Ways to Accept Payment

No point discussing payment options unless they are yes or they specifically ask you. Give them payment options if necessary. Options can vary depending on where you are and what you are offering.

- If virtual coaching offer ways they can pay virtually (wire transfer, paypal, venmo, etransfer, shopify, square, bill.com, cryptocurrency or other platforms)
- If in person they can pay in physically (cash, cheque, trade, money transfer)

There is not 'right' platform. However when choosing which one to use keep your target market and business needs in mind.

ie: If coaching seniors might not be wise to choose cryptocurrency or NFT's.

If coaching within your own country might be other ways to send money easier than virtual platforms.

It is a good idea to always have at least one virtual way to receive money and take credit cards.

Some virtual platforms have built-in invoice creators, if yours does not then you will have to create one yourself.

Exercise

Person A- You are going to make up your own sequence of events. Think of your ideal client and share with your partner what they would say is there current situation and dream desire.

Person B- Stand in the role of their ideal client and observe how the speaker makes their pitch. Does it feel natural and smooth? Do they need support at certain section?

Person C- Be sure to keep track of time and feel free to give feedback as well.

Sequence of moving into the sales conversation

1. Echo back where they are (Recreate the island they are on)
2. Recreate where they want to go (The island they want to get to, where they would like to be)
3. Ask if what you said was accurate - If Yes: move to next step (If No: Get clarity on their desire & see if what you offer is a match)
4. Share how your method/style can get them there (what makes you different? why are you the one for them? How do you work?)
5. Discuss the program/sequence that you are offering
6. Move into the terms and price
7. Tell them why you want to work with them and then **ask/invite** them to work with you
8. If Yes move on to setting up details of start time etc
9. If No, thank them for their time and ask if anything is missing for them (if the block is finances or time, then share other offers you have that are more affordable or less time consuming- be compassionate and offer resources they can go to. Tell them that you believe in them and that you hope to reconnect in the future)

*If issue is not finances but value then thank them for their time, wish them well and let them know you appreciated the conversation

Exercise 2

Use this time to do some follow up with your past clients, former event attendees or outreach to potential clients.

Be sure to be specific and look for ways to offer value.

- Do they have an issue that you have an idea about?
- Is there article you can share with them?
- A solution or option for their problem that you hadn't thought of before?
- Perhaps you want to spend some support and encouragement?

“No one cares how much you know till they know how much you care”

So be sure to show the care and attention you have for them and on them.