



Sean's Flow for a Free Consultation Call

- 1. Quick Connection** - *“How are you?” or “Where do you live?”*
- 2. Desired Outcome** - *“What would you like from today's phone call?”*
- 3. What's Up Session** - *“Give me a 2-minute version of what's going on.”*
- 4. Your Intentions for the Call**
 - *“I'm going to provide lots of value for you, help you how I can...”*
 - *“I'm also curious to see if we are a good fit to continue coaching”*
- 5. Touch the Pain**
 - *“What are your biggest challenges right now?”*
 - *“What is all this costing you?” or “How does it make you feel?”*
- 6. Unleash the Desire**
 - *“What is it that you really want more than anything?”*
 - *“What will that mean to you & your family?” or “How will that feel?”*
- 7. Identify the Perceived Obstacles**
 - *“What do you think is standing in your way from achieving this?”*
- 8. Reverse the Sale** - *“Why did you choose me?”*
- 9. Offer your products or services**
 - *“I have a coaching program that is designed to help people (____) and I think it's the perfect fit for you. Do you want to hear about it?”*

A FEW TIPS & REMINDERS...

- People don't buy when THEY understand YOU. They buy when they know YOU understand THEM.
- You want to be the torch guiding the way through a problem they're facing. Be the solution, and the way to do that is to provide some amazing value they can take away.
- Make them understand this is just the tip of the iceberg, and there is much more work we can do here to truly get you the outcome you want. They should want more of what you have by the end of the call! The sales part should be easy! They should even be asking you!
- Most of all – they need to know you truly, genuinely care about them!
- BE FLEXIBLE: It will never, ever go exactly according to this flow. Your intention should be about *servi*ng them the best you can, not following a script.
- If you really want to fill your coaching business and serve the clients, don't relieve their tension - otherwise they have no reason to continue coaching! Plus, you will send people away with a false positive and ultimately you will be doing them a disservice.
- Honor them for the effort they're making - speak to their willingness to take action for being on this call because that's what truly separates people
- The longer your consultations, the less people will hire you
- Always get desired outcomes early in the process to give you a target and give them a “*measurable experience*”
- Stay *CURIOUS* - the best coach is a 3-year-old!

Some Sample Invitation Language You Can Use or Adapt...

“There's only so much I can do in 30 minutes with you, and I know you're really committed to making this happen in your life right? Some of the patterns we talked about today have been conditioned for decades, and in order to break through the glass ceiling you're experiencing right now, I believe one-on-one guidance & accountability is imperative. I don't want to send you off on your own on a *false positive*, without the necessary support to help you create the long-lasting foundational change you're looking for. As you know, this is not a quick fix solution. You can decide to jump off the current set of tracks you're now traveling on, but unless you intentionally build a new set of tracks that are designed to get you where you want to go - creating new habits, new environments, building new identities & beliefs, etc - you're going to end up right back where you were. It's human nature.”