



Interview with Eric Lofholm

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Bart Baggett Interview with Dr. Eric Lofholm

Bart: Hi, everybody, this is Bart Baggett with 100 Coaching Tips, I am the host and co-producer of this series. If you're a coach, a mentor, a professional speaker, I think we've got some things that can really change your life. We've spoken with many, many experts so far in the series, a lot of them talk about marketing, how to increase your business, how to increase your sales, how to increase revenue from different forms of, different revenue from books to teleseminars. It's been really fascinating.

So if this is the first time you've been on the phone call, welcome. I think you'll get a lot out of tonight's guest as well, and a reminder that if you want to re-listen to this replay, or any of the previous replays, you can at 100CoachingTips.com, this one's available for free for 24 hours and hopefully you'll have lots of notes to take and want to share with your friends.

This is a subscription site, which is free to subscribe, and we hope that you join us. This week also we have some interesting guests from Lisa Haisha, talk about high-end exotic retreats. I actually personally took a group of people with her to Costa Rica a few years ago at \$5,000 a person, had an amazing, amazing time and so did the participants.

And then tomorrow night, I believe is Fred Gleeck, who's one of the most prolific publishers and self-publishers and will teach all of you how to turn your expertise into money. So lots of great stuff coming up the rest of this month and of course, all through August. So please, check your emails and join us on 100 Coaching Tips.

Tonight's guest is really, I'm looking forward to having this conversation, personally. His name is Eric Lofholm, and he's a master sales trainer, he's also in California with me. Eric Lofholm International is his organization, and I guess one of the biggest flags in his resume or feathers in his cap is that he was personal trainer for Dr. Donald Moine and then also Anthony Robbins. Everyone knows who Anthony Robbins is. So he was brought in to really help train Anthony Robbins' trainer, so not just a trainer, but train the trainer for one of the top trainers in the world. Whether you love Anthony Robbins or not, you have to respect the fact that he has put together a wonderful organization and he does know how to sell.

He really is one of the top, kind of trainers, company trainers, corporate trainers as well, but I think he also has some insight into the coaching business, especially since Tony Robbins has a huge, fundamental part of his coaching business.

He also is an avid chess player. He runs a small company with his wife and kids on baseball collection. And Eric, you're just an all-around interesting guy. Welcome to the 100 Coaching Tips, how are you tonight?

Eric Lofholm: I'm doing great, I'm excited to be here and deliver some information that could create a transformation for those that are listening, especially if you are uncomfortable with the idea of selling, which a lot of coaches are.

Bart: Well, thank you, and this is something unique in the coaching business, a lot of people learn a lot about how to coach, you know, just like with a lot of NLP training and the trainings, we learn all these skills to transform people's lives, but then we get stuck in the idea of selling.

So tell us what you're going to go over tonight. You're going to talk about the sales mountain, you're going to talk about, you know, selling coaching practice. Give us an outline of what to expect over the next 55 minutes.

Eric Lofholm: Well, I'm going to be sharing how I've had a full practice for the last ten years. How I effortlessly am able to get coaching clients and the great news is, I do it with a system. You don't have to be born a sales superstar to be successful filling up your practice using these techniques. So I'm a system sales trainer and I'm going to share with you how I do it, so you can do it, too!

Bart: That's awesome. We talked to Sam Carpenter recently, I don't know if you know Sam, but he is all about systems, in fact, his book is called *Work The System*. And he's not a sales trainer, but I got to tell you, after that, I just couldn't look at anything in my office without a system, and the fact that you've taken sales, which for some people is such a touchy-feely sort of, either you have it or you don't, and made a system out of it, that's just phenomenal.

How did you come up with the idea of systematizing, you know, sales process?

Eric Lofholm: Yeah, it's interesting, I never had an intention of going into sales, sales training, or sales coaching, and I met a guy named Dr. Donald Moine, who I believe is the brightest sales find on the planet, and he's a systems sales trainer. You're probably familiar, and a lot of the people listening, are probably familiar with neuro-linguistic programming, and Dr. Moine came up in the NLP movement at UC Santa Cruz as a student with Richard Bandler, one of the founders of NLP, and John Grinder, the other founder, was a linguistics professor at UC Santa Cruz.

And so Dr. Moine came up in that movement and he applied NLP to selling, he wrote the NLP-based sales book ever written called *Modern Persuasion Strategies*, and NLP is all about the study of human excellence and how do you duplicate results in others. And so Dr. Moine applied it to selling and I met him when I was about to get fired from my job in sales and I learned Dr. Moine's system and became outstanding in selling almost overnight. So that's how I became, I learned about sales systems.

Bart: Now, let's **** just for a second, because a lot of coaches have some cursory knowledge of NLP, some people think Tony Robbins does NLP, some people have read Richard Bandler's book. It seems to have permeated all of communication training in the last 30 years and I have yet to find anybody with a good definition of that.

I personally was trained from Rex Sikes, my certificate in NLP has Bandler's signature on it, I'm probably a rare exception to that.

Do what you do fall into the category of NLP, or how would you define how that might help or not help a coach these days?

Eric Lofholm: Yeah, you know, it's interesting, although I was trained and continued to be trained by Dr. Moine, who was a student, as I mentioned, with Richard Bandler, I've never gotten certified in NLP, I probably do a lot of the techniques of NLP, but couldn't tell you what they are. I've been trained by Tony Robbins, and he renamed it "neuro associative conditioning," if you read his book, *Awaken the Giant Within*.

And so I don't consider myself an NLP sales trainer, I'm a systems sales trainer. And so I look for systems that work and then I just do the same thing over and over and over again because it produces predictable results. And the good news is, for today's conversation, there are some things, simple things that you can do as a coach to increase your enrollments, to actually get them to sign up at the end, to buy coaching from you. And if you just apply the simple techniques that I'm going to teach you, the enrollment process can be a lot of fun and you'll, you know, if you don't consider yourself a master at enrollment, most likely you'll end up improving as a direct result of what I'm going to teach all of you tonight.

Bart: That's just great. And if you're talking to us live, if you want to hit *2, you'll raise your hand and I can recognize you, perhaps you have a specific sales question.

I've got so many questions for you because I think enrollment is something that scares a lot of people.

Let me get a background on where you are now as far as your company so they'll know, because we've got coaches that listen to the series that have, you know, five or six clients a month and they're very happy having this core of one-on-one clients. We also have people on the phone that have, you know, a million-dollar practice, you know, big weekend retreats, 100 people on a seminar, and they have like these high-end mastermind coaching programs. And we have everything in between.

Your personal coaching business, tell me about what that looks like, it's a \$20,000 a year, \$1,000 a year, \$5 an hour, \$500 an hour, give us a little background of how you structure your business.

Eric Lofholm: Yeah, you know, it's interesting. The one-on-one coaching I'm doing now is mostly with my trainers. So I have 51 trainers, I'm duplicating myself, I've got a vision to build it to 100 trainers and so I have 4 core key trainers that I work with on a weekly basis. I do a group coaching call with them once a week and then I work with each of them individually one on one on a weekly basis. At my height of one-on-one coaching, I was charging \$12,000 a year with a full practice of 7 clients.

The majority of the coaching that I do is done through groups. I have a little over 4,000 protégés all over the world and a protégés is somebody who is in one of my group coaching programs. I have a silver level that's a 299 membership, a gold level that's 995, and a platinum that's 2,000. And so I work with those students and teach them my sales systems, and so that's a little bit about what my business looks like now.

Bart: Well, thank you for sharing that, because we have heard like the membership sites and the different coaching programs and coaching models and I think it's really useful to know that you've kind of integrated all of them. Some one on one, some group coaching, different levels for different price points. And I guess the higher the price, the more access they get, would you agree that's pretty much the structure?

Eric Lofholm: Yeah. Yeah, exactly. And one tip that any of you are doing group coaching models, I've been doing it for many, many years and the whole trend of training is going into mobile and tablet. So I'd encourage you to put your group coaching programs where the client can access it on an iPhone or an iPad or a tablet. And I've gone to 12 30-minute modules. So my silver level, 299, is 12 30-minute modules that you can do on your mobile device or table. And then the gold level, 12

30-minute modules, platinum level, which we're actually re-doing right now, same thing, 12 30-minute modules.

It's a less is more approach. And I used to think that, "Well, shoot, people want more training, I'm just going to load up the content in my membership website."

Bart: Right.

Eric Lofholm: And the feedback I got back was, "Eric, it's overwhelming, it's confusing, I'm not sure what to do," and we're all busy right now. And so if you can give the best golden nuggets in a short amount of time, that's my most current thinking on the best way to deliver your content. And then if you can do it in a system, that's even more powerful.

Bart: So one more question on your membership program, just so we understand. The 299 program, does that include some access to you on a monthly basis or is that kind of dripped out over a sequence of six or eight weeks?

Eric Lofholm: Yeah. So we actually, we have a pretty wild model, because we give them a lifetime membership for 299, that includes 30-minute live training with me on a weekly basis.

Bart: Wow.

Eric Lofholm: And then after that live training, I do 30 minutes of Q&A. It's probably the most amount of access to an expert at my level at that price point in the world, and I do it because I love it. I wouldn't do that call, it's very labor intensive to make that level of commitment to the student. I started doing those weekly calls in December 2003 and it's like the glue that's kept my whole company together because I have a community of people. Whereas, you know, most programs, 12 weeks, you know, 6 months, maybe a year, but then at the end of that time your membership expires. And because there's no expiration on my membership, it's kept this community together. And now we have Facebook, so we have a private Facebook group for all the members and they love interacting in there, and it's pretty extraordinary what we've done.

Bart: Well, thank you. And for those of you who just joined us, we're not trying to sell you that program, he's actually kind of pulling back the curtain and explaining his business model. And all of you, if you're a coach, you have an expertise and you

have loyal fans and loyal friends. So thank you for kind of pulling back the curtain, Eric, I love that.

You said there's certain things people can do to close more coaching clients. Is this something that you developed when you were doing like primary coaching? Or is this something you learned when you were helping, you know, train Tony Robbins' trainers, which I think probably has as many coaches as any organization in the world. Is he still one of the biggest coaching organizations or has that transformed in the last ten years?

Eric Lofholm: Yeah, it's a good question and I haven't worked inside of Tony's company in about ten years, so I don't know the inner workings there. But let me preface my answer here about how to enroll people in that, you know, if you're on this call right now and you're interested in coaching or mentoring or you're actively doing coaching and mentoring, I believe that you're born to do that. I believe that, you know, if you're attracted to this kind of work, there's a reason why you are. And although I'm not a naturally born salesperson, I struggled in sales, my first year, in fact I was the bottom producer the entire first year at my first sales job, and I missed quota two months in a row. And so it wasn't until I got professionally trained by Dr. Moine that I started producing outstanding sales results.

So I wasn't a born salesperson, but I was a born teacher, mentor, coach, it's what I absolutely love doing.

And one of the things, you know, that we all have in common is we have a huge heart, and we really want to help people. And so a lot of people think, "Well, how can you have a huge heart and help people but then sell at the same time?" And selling has a negative view in our culture, people view selling as—if I said, "What do you think of when you think of a salesperson?" The answers would be negative in most cases, arm-twisting, high pressure, manipulation, used car sales.

And so in coaching, we've got to enroll, which is just another word for selling, you can call it whatever you want, at the end of the presentation you've got to ask them to hire you as your coach and if you don't, then a lot of people that would hire you aren't. You know, if you're waiting for people to say, "Hey, I want to hire you to be my coach," I think you're really missing out on a lot of clients that would happily hire you if you just successfully lead them in an elegant way.

And so I really struggled my first year in selling and Dr. Moine taught me a system. And part of that system is that human beings respond in predictable ways. And so

once you understand how people respond and then you apply that to an enrollment conversation, you can do things that cause the person to want to say yes. And just a simple, simple technique that all of you can do, I do this every time I enroll somebody into coaching, is before I get on the phone with somebody, and I typically am doing phone coaching because I have clients all over the world, and I will define, prior to picking up the phone, I usually audition for coaching, that's the way I sell it, I give a free session, allow people to have an experience of coaching, and I decide, what does a full practice look like for me?

So when I first did this, it was 20 clients working with me one or two hours a month, at \$250 an hour. So before I even did the first enrollment conversation, I just got clear, okay, that's what a full practice looks like. And one of the things, human beings respond in predictable ways, there's a human emotion, we have the fear of missing out on something. And so you can use that to your advantage by simply stating the honest truth. And the honest truth is, what does a full practice look like for you? The reality is you can't handle an unlimited number of clients. For all of you, it's probably going to be 20 or less, some of you may be a little bit more, it depends on what your business model is.

And so when I got on that first call, at the end, no one told me to do it, I just did it intuitively because I'd been trained in sales by a master, Dr. Moine, and I said at the end, "The maximum number of clients that I work with at any one time is 20. I work with clients over the phone, one hour a month or two hours a month. The investment is \$250 for one hour or \$500 for two hours. I guarantee the coaching program is going to help you, and the way the guarantee works is, if you're unhappy at all during the first 30 days, then I'll give you a full refund, no questions asked. After 30 days, the program goes month to month and you can stay on the program as long as you're getting results. Would you like to be one of the 20 clients that I work with?"

And if you're taking notes, you can write that, it's called the close in sales training terminology. All a close is, is asking for commitment. That's it. We just ask and then we're silent. Human beings respond in predictable ways and part of the language of influence is silence. I mean, think about a marriage proposal. Will you marry me? And then you're silent. And then by giving the hot potato over, in the case of my, you know, who became my wife, Jeris. And so I said, "Will you marry me?" And I was silent, and then she said, "Yes." And so it's like a game of hot potato in selling. When you're asking for a commitment, you're asking for the order, you're asking for the enrollment, you'd ask them if they'd like to be, in this case, my close is, "Would you like to be one of the 20 clients that I work with?" If you work

with seven, would you like to be one of the seven clients? If you work with 40, would you like to be one of the 40?

And what's cool about that, it's a really soft, elegant close. And I've closed, I've never added it up, somewhere between \$500,000 and a million dollars in coaching and consulting business through the years, and that was my fancy close, "Would you like to be one of the 20 clients I work with?"

Bart: That's a million-dollar close right there.

Eric Lofholm: Exactly. Simple.

Bart: That's brilliant. My father, who was a salesman for many years, he used to always say, "You know, when you ask to close, remember this, the first one that talks loses."

Eric Lofholm: Yeah.

Bart: And I always thought that was so funny because I've sat in that situation where you ask the closing question and it feels like, you know, a year is going by. Clock ticks and they don't, you know, and you so, and the people so want to speak. What is it about that, that moment between asking a very strategic and pre-planned question, and this one happens to have scarcity in it, that makes it where the next person that talks normally is the one spending money. What is that moment of silence and why is it so important and then people can't do it or have a hard time doing it?

Eric Lofholm: Well, let me just, using an NLP term of reframing. Let me just reframe, because I get what you're saying and I've heard that quite a bit, you know, when you're talking and you ask for the order and you're silent, the first person to speak loses. And let me just reframe that because if you're a good coach, you're going to add more value than what you're charging, and so it's going to be a win/win. You win as a coach, you get paid, and they win as well. And I think it's important if you're uncomfortable with selling that we make that distinction that it's win/win there.

And what happens is, people, they need to be led to make a decision. And so you could communicate with somebody in a way where it causes them to make a decision. And the way that you do it is you explain what your request is, and then you make the request and then you're silent. So if I was asking somebody to lunch,

I would make the request to go into lunch and then I would say, "Would you like to go to lunch today?" And then after I ask that question, I'm silent. Now, that happens to be asking for a lunch commitment.

Let's take it a step further, any time you ask a question, be silent. Think about it. Why are you asking the question? You want the answer. In my enrollment model, I ask a series of probing questions to understand the needs of the prospect, to see how I can help them at the highest level. Well, any time I ask a question, I'm going to ask the question and I'm going to be silent. And it's no different in the close or the enrollment phase of the presentation. Would you like to be one of the 20 clients that I work with?

When you say that, they have to do one of three things. There's no other options, I've done this several thousand times. They're going to say yes or no or they're going to give you an objection. "I don't have the money." "The price is too high." "I need to think about it." "I'm working with another coach." Whatever it is that they're going to say.

And if they give you an objection, what I teach is to elegantly dance with the prospect. "So would you like to be one of the 20 clients I work with?" "Eric, the price is too high." "Is that your only concern?" "Yes." "Tell me more about that."

So there's a banter that goes on back and forth, back and forth between you and the potential client.

Now, what's interesting about objection handling, I personally do not handle objections when I get them when I'm enrolling somebody into coaching. If they give me an objection, this is what it says to me — this isn't the right person for me.

Now, I'm fortunate in that I have built up a client list of over 4,000 protégés, I have an email list with more than 18,000 people on my email list, and so getting clients is like, I can just hit send on my email and line the people up if I want to do that. So I can be really, I can pick and choose my client. So I don't use objection handling when I'm in enrollment conversation.

If you want to use objection handling, the techniques that I just described, maybe we can go deeper on it in a little bit, is this elegantly dancing with the prospect to really get to the heart of what's preventing them from moving forward.

So I would recommend that all of you, you want to—I'm a scripting guy, so this is part of what Dr. Moine taught me. Dr. Moine did a thing called expert modeling. In expert modeling is where you go and you observe people in actions. You observe a master coach in action. Instead of interviewing them, like what we're doing here, ask him, "Well, what makes you successful and how do you do it?" You just watch him. You watch them in the enrollment conversation. So Dr. Moine has done more expert modeling with salespeople than anyone else that I'm aware of in the world. And he would go to the salesperson before he did expert modeling and he would say, "Do you use sales scripts?" And in most cases they said, "No." And then he would go observe them. And when he observed them, he found out they asked the same questions, they told the same stories, they closed the same way, they handled the objections in the same way. So although they said they didn't use sales scripts, they actually did use sales scripts.

Scripting is a system for enrollment because human beings respond in predictable ways.

And so what I found out, to get that first batch of 20 clients, is I would do a free session with somebody, I'd get to the end, I'd say, "What I'd like to do now is share with you how my online coaching program works." That's a transition statement from the enrollment conversation into, now you're—from the free coaching session into the enrollment conversation. And you just say this one word for word, it'll work for you, "What I'd like to do now is share with you how my ongoing coaching program works."

"The maximum number of clients that I work with at any one time is 20. I work with clients over the phone. One hour a month, or two hours a month. 1 hour a month is \$250, 2 hours is \$500. I guarantee the program is going to help you. The way the guarantee works is, if you're unhappy for any reason during the first 30 days, you'll receive a full refund."

I mean, I said it virtually identical to the way I said it a little bit earlier on the call, and what I found was, I could do a free session with somebody, and if they were qualified and they truly had a need for the type of coaching I was offering, and I got to the end and I said those words in that sequence, and then I ended it with, "Would you like to be one of the 20 clients that I work with?" I would consistently get clients.

And what's so cool about that is, you don't have to be a sales superstar to do that. All you have to do is do what you love doing, that free session, the coaching, the

helping, and then you get to the end, you just explain how your practice works, and then if you like my strategy say, you know, "My full practice is seven clients, would you like to be one of the seven?" Or 14 or 22 or 108, whatever your number is. And boom! You get the clients and it just demystifies the sales process.

Bart: I love the fact you explained scripting because I was kind of helping explain why this is going to be your interview, I kept seeing the word, you know, sales scripting. Eric Lofholm, sales scripting expertise.

And my initial was like, I don't know what I need to script, like I'm not in the telemarketing—it always sort of had a frame of telemarketing or writing out the script. But I love the fact that you just explained it, we all have a script, some of us just haven't written it down yet.

Eric Lofholm: Yeah. When you learn what scripting is, so the definition of a script is words and sequence that have meaning. That's all it is. It doesn't have to be written down, it doesn't have to be prepared in advance. And we use scripts when we coach. You know, I've attended many of Tony Robbins' seminars and when he one-on-one coaches somebody in a life seminar like Date With Destiny, he'll talk to them and they'll, he ask him a question. You know, "Well, why does that bother you?" And then the person goes, "Well, I don't know." And then Tony goes, "Well, I know you don't know, but if you did know, why would that bother you?" And then they come out with the answer.

And I watched Tony do this over and over and over again, so now when I'm talking to somebody and asking a question and they go, "I don't know," I just borrow Tony's script and I go, "I know you don't know, but if you did know, what would it be?" And then, you know, they consistently come up with the answer because human beings respond in predictable ways.

So really what we're talking about here is preparing your enrollment conversation in advance. From my viewpoint, the absolute worst thing that you can do is show up for that enrollment conversation and just shoot from the hip and say whatever it is that you're going to say.

What I would do is what I do. I'll tell you what I do. Prepare the enrollment conversation in advance. So come up with a framework of what you're going to say during the enrollment conversation.

And one of the most important things that some of you are missing, is you want to manage the expectations of the call. So you want to say something like this, early on after you build trust and rapport, you want to say, "I have two outcomes for today's call. My first outcome is to give you an experience of coaching. So I've offered to give you this free session and the way it's going to work is I'm going to ask you a series of questions to better understand where you're at. I'm going to give you an experience of coaching. My second outcome is to share with you how my ongoing coaching program works. So at the very end of the call, if I feel that it's a fit, then I'll share with you how my ongoing coaching program works. If you feel comfortable signing up, you'll have the opportunity to do so, if not, no problem. Sound good?" And they go, "Sounds good."

So now I'm crystal clear out of the gate, of the presentation, this is what's going to happen. So when I get to the end, they're not surprised by it.

If you don't do that, what's going to happen is, if they're not clear that this is an enrollment conversation, you just go, "Oh, we're going to give you a free session," and they don't have any clue that you're going to enroll them, you're going to be thinking in the back of your head during this coaching session, "Uh-oh, getting to the end and I'm going to have to explain this coaching program and I haven't thought through what I'm going to say, and I know that they don't know that this is an enrollment conversation." And so then you get to the end and you end up shooting from the hip and it's this weak, ineffective enrollment conversation, and then you end up by saying, "If you ever decide that you need a coach, give me a call." And some of you are doing that and you're wondering why you're not getting clients.

If you go prepared in advance, let them be clear that this is an enrollment conversation, and then have a nice transition from the body of the coaching session into the enrollment, what I'd like to do now is share with you how my ongoing coaching program works, the actual number of clients I work with at any one time is 20—I'm not going to go through the whole thing again—but and then boom! The clients come in and you're able to help them.

Bart: It's so brilliant because you're actually framing it up front, this is what I'm going to do, then you do what you told them and you actually owe it to them to explain how the coaching program works because you've got agreement in the beginning of the phone call.

Eric Lofholm: And think about it, why are they on the coaching session in the first place?

Bart: They just don't want to waste an hour. They want to get coached and they want to audition you for coaching, that's the purpose.

Eric Lofholm: Yeah. Exactly. I mean, I work with one-on-one coaches, been doing it for years, and you know, there's times I'll be seeking out somebody's advice, and, you know, usually they don't have an enrollment conversation as good as mine and I wouldn't expect them to.

Bart: **** session with you.

Eric Lofholm: All you listening right now, you don't have to be me, okay? But just have an effective enrollment conversation. I mean, I hired a woman as an image consultant and it was a \$15,000 sale, it was a year of consulting, really high-level image consulting and so, you know, I had some coaching for her about how she could make her presentation more effective, but at the end of the day I hired her. So it was good enough, it got the result. You know? And she explained her program and said, "Here's how it works and would you like to hire me?" And I said, "Yes, I would."

And so, you know, you don't have to be a master salesperson if you have an effective system. Now think about this, all of you. It's going to increase your confidence and you're going to be more motivated to want to go out and generate those leads and give those speaking engagements to get the leads to build your practice, because, you know, you're going to know, "Hey, I've got a good shot of converting if they're qualified and actually have a need for what I'm offering."

Bart: Now, this is a great, what you've said is amazing, I hope everyone wrote it down and hit the replay button if they didn't. Would you use the same conversation if you had a 20-minute lecture at the Kiwanis Club about, you know, coaching, life coaching, whatever it is? How would you frame it in a lecture versus one on one?

Eric Lofholm: Good question, okay. So stage selling, this is part of the system. So in an enrollment conversation, we already have the lead and then the enrollment conversation is the appointment. When you're speaking at the Kiwanis Club or the Rotary Club or local real estate office or what not, you're coming in as a guest speaker, typically not to sell coaching. So the way that I sell one-on-one coaching is I audition for it. The way that I sell my group programs, you know, I'll sell group program going down to the local Century 21 and I'll close for that on the spot. But I typically will not close for one-on-one coaching on the spot.

So the way I do it, is I'll go down there and let's say they go, "Eric, you can't sell your group program." "Oh, okay, well, can I offer a free coaching session for anyone that would like to speak with me about coaching?" "Oh, yeah, no problem." "Great."

So I get that clarity, and anytime you speak you have to get clarity, if you're going to make any kind of offer, even a free coaching. You know, and if you're offering free coaching, say, "Is it okay if I offer a coaching session for anybody that's interested?" They go, "Sure, great." So you go down there and you start off the talk and you build some rapport with the audience and then you manage the expectations just like the coaching enrollment conversation, but it's slightly different. Here's how it goes:

"I have two outcomes for my talk with all of you today. My first outcome is to share with you some great tips on how you can get in the best shape of your life." Let's say you're a health coach.

"My second outcome is one of the ways that I help people is I work with them on a one-on-one health coaching relationship. How many of you like free things? Show of a hands?" Everybody raises their hand. "Great. Well, I've got a great free gift for all of you today. At the end of my time with you I'm going to offer you the opportunity to work with me one on one totally free for 30 minutes. And so at the end of the talk you'll have a form that you can fill out, those of you that would like to receive a free health coaching session."

And then I would give them a couple of tips, I would embed in the body of the presentation, I would make a point, I would give them a tip, and I'd reinforce the tip with one of my coaching success stories. So I would talk about, if it was health coaching, the importance of consistency. "And so I worked with this one client, I met him in a meeting just like this and they hired me to coach them and they were the opposite of consistency. They would start on a program and then stop, start and they would stop. I don't know if any of you can relate with that, but this is where this client was at." That's a mind-reading technique, in other words, "Yeah, I can relate with that."

"And so then they got in my program and it was exactly what they needed and it gave them the consistency and now they're in the best shape of their life." And so that's a pre-framing technique, where you just pre-framed what they would experience if they do the free coaching session, then eventually hire you to coach

them. These are, you know, pretty advanced techniques, they're in the body of your presentation.

You don't have to be a sales superstar to share these. It's just, you have to understand what you're doing in the persuasion in the body of the presentation. You don't need to be a born sales superstar, this is a system. And then you get to the end and you say, "As I mentioned to you in the beginning, I've got a great free gift for all of you and here's who this is for. This is not for somebody who's a, you know, a tire kicker type of person. This is for somebody who's action oriented. If you're ready right now to make a change in your life health-wise, and you know if you're in that place, I would like to gift you some of my time, one on one, here's your form." And I walk them through the form. "Those of you that would like the free session on the form where it asks for your name, jot down your name, put down your phone number, put down your email address. You'll turn those in in a moment. And then in the next 24 hours, myself or my assistant will contact you to schedule your free session."

So I'm not going to try and sell the coaching there. My experience is audition for it. You may have other viewpoints from other experts, that's the way that I would handle it in a live talk, and you can do the same strategy on a conference call, and same strategy on a webinar as well.

Bart: I love it. And I think, you know, everybody wants something for free and also the meeting planner doesn't feel like they've been hoodwinked because you've already asked permission to give away something for free.

Eric Lofholm: Yes.

Bart: I think it's all good. You said two things that really amaze me. You again told them what you're going to do, in an ethical way, you embedded some very specific testimonials, specifically of those who were coaching clients, and then you sort of, you know, matched their experience. But then you told them, "Now, remember earlier I told you I'd give you an opportunity for a free session. Here is the opportunity."

And then one thing you do, which I have had a terrible time explaining this to students and explaining it to marketing people that come to me, the importance of an enrollment form with a very clear offer. Can you speak to that? Because I remember speaking with my friend, Yonic Silver, and he goes, "I always start with

the enrollment form.” What action do you want them to take? Put it on paper, and kind of start mentally there and then go backwards.

Do you have a very simple form that says, “Yes, I want the free session, no, I don’t.” How is it that you have that and actually pass them out? Because some people have a reluctance to pass something out or actually have that call to action on pen and paper.

Eric Lofholm: All right. So the confused mind doesn’t buy. And when you’re first getting started, I would just have one offer. If you get a little more advanced, you can put two offers in the presentation, but if you’re going to have two offers, you better know exactly what you’re doing. 98% of the time I have one offer and I make it crystal clear and exactly the next step that I want them to take.

The order form is actually a very important part of a speech on getting the prospect to give you, make the request for coaching. I’m going to give you three different, simple ways to do it. One is a half sheet of paper and it has a fill in the blank for their name and their phone number and their email address. And you can hand that out before you speak, so everybody has one, or you can hand it out when you get to that part where you’re offering the free session.

If you have more than 20 people in the room, you should probably hand it out before you speak because then it bogs down the presentation when you’re doing the, offering of the free session.

It doesn’t have to be a fill-in-the-blank form. It can be as simple as an index card. You can put an index card in everybody’s hand and then have them just write down their name and their email and their phone number and you also can ask them to take out a business card, and say, “Listen, those of you that would like a free session with me on your business card, take out a business card and just write “C” and circle it and that’s you letting me know that you’d like a free session. If anyone doesn’t have a business card with them, I brought some index cards,” pass out the index card so they have an index card if they don’t have their business card. Don’t assume they have a card because then if they want the session, it just makes it one more step in order for them to request a session.

So that would be the way that I would do it and then they already told you they want the session, so it’s an assumption close when you call them. “Hi, I’m giving you a call, I met you at the Rotary meeting yesterday and you’d requested a free coaching session, I’m calling to schedule that with you.” I wouldn’t call them up and say, you

know, "Do you still want it?" You know, just say, "I'm calling to schedule that with you." And then they'll go, "Oh, okay, sure." And they'll schedule it, and that'd be the way I'd do it.

Bart: Wow. This has been one of the most information-packed seminars we've had. Thank you for being so transparent, I so appreciate it.

This is Bart Baggett again, there's people just still joining us, so you're getting more and more people listening to it and no one's leaving, of course, because you're giving them jewels of ways to make money.

You sent me a list of some questions which I don't think I even got to any of them because I've been so captivated by what you're saying. Here's one that I think is really great. A lot of coaches, especially in this economy, are struggling. They lost their clients, some people perceive, you know, coaching is a, you know, kind of a disposable income sort of thing.

Is there a particular methodology or obstacle that coaches are facing now in this particular economy that they weren't facing five years ago?

Eric Lofholm: Well, here's the thing. What sells in this economy is what has always sold, which is value. What people perceive as valuable has shifted. So the simple example, is that as you look at the car industry, and the hot car a few years ago was an SUV and now the hot car is fuel efficient, electric, hybrid, small. And so you don't want to sell SUV's in this marketplace, that's a simple example.

So your coaching practice could have been booming a few years ago and the people that you're selling coaching to, you know, like if you were selling coaching to real estate agents, well, the real estate market's very different now. And real estate agents need coaching now, in most cases, more than they needed it a few years ago, but they're in a different place. And so you've got a match what your client perceives as valuable with what it is that you're offering.

And so that's why I went into the mobile and tablet space, because my training shifted, people stopped going to seminars, not all seminars, but the seminar industry got crushed, kind of like the movie industry, people are watching movies on their iPad and they're watching Netflix and all that. Well, the seminar business got crushed. And so I had to go, "Well, what does my client want?" And then I had to match my product offering with what they want.

So look at, here's like a simple, simple, thing that you could do to increase your clients. If you added a 12-module home study course, valued at, you know, \$495, and you said, "Look, when you sign up as a client with me, you get my \$500 home study course as a free bonus," and you made the exact same offer you did before, you upped the value of what you're offering.

At the end of the day, it's be on your A game, sharpen your skills right now. If you need help in marketing, you know, get the marketing help. If you need help in selling, you know, get the selling help. If you need help with social media, and I encourage all of you to have at least one one-on-one coach that you're working with. And I've had many through the years. My current coach is a guy named Paul Hoyt, he does strategic planning with me. I always have at least one one-on-one coach that I work with.

So this is the time, the world needs us as leaders right now. All of you listening right now, you've been preparing for this probably for the last 10 years, 15 years, 20 years. So we've all been in seminar rooms, and getting coaching in on calls like this, we're the ones that are going go out and train and develop all these people. So you've been preparing for this moment and now it's important for you to have the skills of enrollment, so you can fulfill on your destiny of why you've been given these great training gifts. You know, many of you, most of you were born with these gifts and now you just need the skills on how to get the clients lined up.

Bart: And I think you agree, I think both Steve and I, who created 100 Coaching Tips, we just found a preponderance of coaches with great coaching skills that weren't wealthy, their practices weren't full, and they sort of thought marketing was something someone else did, or they wished someone else would do. And so I'm really glad that you and a lot of people coming to the table and saying, "Look, you guys are valuable, let's teach you how to fill up the world so that you can fill up your practice with these **** people."

Is there a single way if someone's really having a financial burden right now for them to create revenue now as a coach? Is there one technique that really just turns the floodgates on that you can think of that you can share?

Eric Lofholm: That's a really good question. I'll give a couple of tips. One thing that I chose to do with my business, my company revenues got hammered in 2008. September of 2008, that was a rough month for me, it was rough for a while there.

Bart: [Inaudible]

Eric Lofholm: I went to payment plan model and I allowed clients to make smaller payments to me. Now, I rarely do payment plans on one-on-one coaching because I don't like being in a financial relationship like that. How I charge, I get my coaching fee up front for the month, and then I coach them. And then at the end of the month if they don't want to continue, that's fine, but I'm not, I don't like coaching somebody one on one and then having to go and have money situations.

Bart: Collect, yeah.

Eric Lofholm: When I'm doing group coaching, I'm okay with that, it's a different kind of relationship and so group coaching could be one strategy with an affordable payment option.

I'll tell you the other thing. I can't tell you the name of the company because the ink hasn't dried on the deal yet, but a big deal for me would be \$20,000. And, you know, occasionally I'll close \$20,000 deals. Most of my deals are \$1,000 and under and I do a lot of those sales. Well, I've got a deal right now that is supposed to close this week—and I don't want to jinx it—but it's \$175,000 deal. And I've never done a deal anywhere near that size and it has to do with fishing in a different pond. And so you've got to think about who has the ability to pay you right now and you know, it's like coaching single moms that are looking for jobs. Like, nothing wrong with that, but you're probably going to have an issue with them being able to pay you because they're single moms and looking for jobs.

And so you can do charitable work like that, but also think, who is a market that can pay you. And right now, because people's credit cards are debit cards, you know, most people don't have big limits on their credit cards like they used to, corporate is a great, great place that can afford your fees, and not everybody's going to do corporate training. But I've never gone into the corporate space until recently. And I'm like, okay, where can I fish in a pond that they can pay me, and this particular company that we've got this \$175,000 deal with, that's like, 175 grand to this company is like 5 bucks to us, I mean, it's just like nothing the size, they're doing multi-million dollar, and in some cases, billion-dollar deals.

So if you can go to a more affluent client, you know, instead of hearing, you know, "I can't afford it, can't afford it, can't afford it," they've got the money. And so now it's not the money that's going to prevent them from hiring you, it's going to be are you connecting with them in terms of the value that you're offering?

Bart: I love that one of our guests said that, "Stop trying to sell to people who need your services and, you know, pick somebody that can afford it and wants it." And so fishing in a different pond is great.

I've also found success, you know, taking the same models that work in one industry and sharing to a new industry. You know, so that's also something, you know, so if you're really good at leadership in a particular industry, your skill set would probably translate, you know, to car sales or boat sales or any other niche, even though you may have never sold boats, or never have coached boat salesmen. But you'd be surprised how many boats are sold every year in this country.

Eric Lofholm: Yeah, you know, that's a great point and like in my industry, sales training, real estate agents, it's an over-saturated market. And so when I go sell to real estate agents, a lot of times my close ratio goes way down because they get so much training. Then I go in another industry and, you know, like in the plumbing industry, they hardly get any sales training. You know, you have a huge high close ratio of qualified people.

And so if any of you are dealing with, you know, coaching in a saturated industry—and I still do business with realtors, so I'm not saying don't go after those—but who are the underserved markets?

And one other tip for you is to repurpose your skill sets. For example, when I launched my company, I wasn't doing a lot of work with coaches initially. It wasn't until I got a full practice, they're like, "Oh, I could teach coaches," and so I've done a lot of work with coaches, with public speakers, I have a lot of speakers that I do business with because I've done millions and millions of dollars in sales with speakers. And so you think, how can you repurpose your skill set and serve other industries? And you may come up with, you know, just a home run of an idea with that style of thinking.

Bart: Oh, that's really great. You probably know Joe Polish, some people call him Joe Polish.

Eric Lofholm: Sure.

Bart: But, you know, he basically took a lot of the direct marketing and he just is a, you know, the only guy in town for carpet cleaning business.

Eric Lofholm: Yes, right.

Bart: I mean, like he owns the niche. He teaches carpet cleaners marketing and direct marketing, and he is a superstar in that niche and he is the only guy in there that's teaching that stuff, he's been doing it for 20 years, no secret what he's done. But he basically took very similar information as Jay Abraham in direct sales. Now, he's great at what he does, no, no slight on him. He was just smart enough to apply it to a market that hadn't had it before.

You, I mean, I can see every public speaker, every platform speaker, anyone who sells, I mean, there's so many niches vertically that I can think your material would just be golden for. I'm sure you'll never run out of clients, Eric.

Eric Lofholm: Yes.

Bart: Yes, you hope you never, and I don't think you will.

Eric Lofholm: Well, I've identified 100 million people that can benefit from my message. And this is one of the reasons why I launched a trainer program, because there's only one of me. And so I've got a trainer who recently came on board and he speaks Spanish. And he's like, "Eric, have you ever thought about taking your content and turning it into Spanish?" And I'm like, "Yeah, but I don't speak Spanish." He goes, "Well, I'm your guy."

And so I've got a guy in the Netherlands and he says, his name is Tom Kostard, he comes to me and he goes, "Hey, I want to teach your content in Dutch," I'm like, "Okay, Tom, you're hired, you're the guy." And so, you know, there's a lot of people that need sales training. As they need what all of you that are on this call right now, whatever your gifts are to teach, the world needs to hear what it is that you have to offer.

One of my clients, he's a consultant for like 7/11 convenience store owners and he's had this block about getting out there and reaching them, and his name is Ted, and I'm like, "Look, Ted, I never had an intuition to go out and help the guys that own, and the gals that own the 7/11 stores. You've been given that gift, you need to get out there and do this, because it's a market that needs your help right now." And so all of you have markets that need your support.

And one of the things, Les Brown, I'm sure a lot of you have heard of Les Brown, and Les has become a friend of mine, and he gave me some coaching recently. And he just basically called me out and he's like, "Eric, you've got to step into your

greatness more so than ever. No more shrinking.” And I call this distinction no-comfort-zone prospecting. And what that means is, that if you have an intuition to prospect somebody, you don’t think, “Oh, well, they already have a coach or they’re more successful than me or whatever.” If your intuition says to reach out to somebody, no matter how successful they are, how big their company is, reach out to them. That’s my message for all of you. Because you were given that intuition for a reason and you have a message to deliver to that person, and so it’s your job to go out and deliver it to them.

Bart: It’s great to be called out by someone like Les Brown, it makes you feel pretty motivated, that’s awesome.

Eric Lofholm: I recorded the session and I’ve listened to the thing about, oh, 12 or 15 times, I just keep listening to it over and over and over again. And he’s just like, “Eric, you have to own the space. You’ve got to just own sales training. You’re that guy.” And so ever since he gave me that coaching, and we all know this about coaching, it’s like, you know, are you coachable? Can you listen to what the coach says and then apply versus, you know, they tell you what to do and you don’t apply it. And there’s times I’ve been coachable and times I haven’t. And I really took to heart what Les said, and he’s like, he’s right, you know? More so now than ever. I’ve got to go out there and step into my greatness and make a difference for as many as possible. And I think we all need to do that.

Bart: As you’ve been talking, I’m thinking of all the people who’ve worked the phones for my various companies and I’m just like, “Oh, my God, I don’t have a script, I’ve been such a, you know, a dunce! These things are not self-evident.” What you’re telling me as you say them, I’m like, “Oh, yeah, that makes total sense.” The fact is, I don’t have a sales scripts for some of the people that are selling.

Eric Lofholm: Yeah.

Bart: In fact, every phone call could be \$1,000 in my office and we don’t always have that. So I’m just crazy, but I want to learn more.

We built a page for people to learn more about you, it’s 100CoachingTips.com/Eric. And you’ve actually not only just created a system for coaches, but you’ve actually made a special offer for 100 Coaching Tips. Tell us about that and, because I actually will probably be one of your first enrollees here, tell us more about what

you're offering specifically, the membership program, and specifically what we're going to benefit from this.

Eric Lofholm: Great. And on that website there, for those that want to sign up, can they order there?

Bart: Yeah. They click right on the Eric Special Offer button and it clicks them right over to the special page which you created for us.

Eric Lofholm: Okay, perfect. All right. So if you are listening right now, if you resonated with my message, I want to do something. I actually wasn't even planning on doing it for this call, but I'm going to offer my program that I was planning on offering, and I'm just going to make this totally irresistible. And if you resonated with my message and you need my help, then I want to help you.

As I mentioned earlier, my one-on-one coaching time is going into my trainers and I've got four of my key leaders and I coach them and so forth. And what I'd like to do, if you'd like my help today, is include in an hour of one-on-one coaching with me. And when you register, I'll know that you registered through this call and we'll include that in as a free bonus. If I was to charge you for that hour, I'd charge you \$500, so that's going to be the free bonus for everybody that's on the call tonight, you sign up tonight, you take action, you'll get the program, my entire system, which I'll tell you about in a moment, but most importantly, you get an hour of one-on-one time with me.

And when I do sessions, if you'd like, we can do it where I can record the call, I can convert the call into a podcast, which there's different ways you can listen to the session that we do, but if you have an iPhone, iPod, or iPad, I can send, as soon as our call's done, the recording of that call directly to your iTunes, and then you put it on your iPhone, iPad, iPhone, and you can just listen to it over and over and over and I'll share things with you that will really make a difference for your selling.

So the regular program that I was going to offer, it's 299, that's a total investment, we're going to include in the \$500 hour coaching with me, and it's my entire system. So it's a lifetime membership to the Eric Lofholm Sales System, the program is actually called The Unstoppable Selling System, and it will teach you how to be unstoppable in selling, and you can apply what you learned to coaching enrollment. You can apply it to generating leads for your coaching practice, you can apply it for booking appointments, you can use it for your speaking engagements, selling from the front of the room.

And then if you have another business besides your coaching practice, if you have another sales skills, this can help you with that as well. And what I've put together is 12 30-minute modules, that has my entire system from lead generation to appointment setting to presentation skills, closing skills, how to handle the objection when they say the price is too high, my follow-up system.

Then we support it with a weekly call, kind of like the call that you're on right now. Every Thursday I do a 30-minute module and you're invited to come to that call live, if you can't make a live call, you can listen to the recording. And we just this past Friday, we converted all our content over into the mobile and tablet space, so you can do the entire system either on our membership website or on your iPhone or your tablet, any mobile device or tablet.

We also offer our certification program. And there's no extra fee for that. You listen to the 12 modules, you learn my system, you can take a test with my company and get certified in the Eric Lofholm Sales System. And some of you have gotten certified in coaching and this will help build your confidence to know that you've been certified in selling. We're one of the only companies in the world that offers a sales certification.

And then on top of all that, we have an annual two-day goal-setting bootcamp. It's called Life By Design and all of my protégés from all over the world, we get together once a year in San Francisco and it's December 8th and 9th, and we set our goals for the new year. And Les Brown is coming to team teach with me. Now, I know you can't all make it to San Francisco due to travel or what not, so we're going to webcast it. So you come live, if you can, and be in the room with us. If you can't be in the room with us, then it'll be available on a webcast. The program comes with a 30-day written, unconditional money-back guarantee. I'm not going to go through the ala carte of what it all adds up to, but it's over \$8,000 in training.

And I wasn't planning on giving the free hour of coaching that I'll record for you, but everybody that signs up tonight, we'll give you an hour of one-on-one time, we can work on whatever you would like help on in your business. And so you can go, they'll give out the website in just a moment. And the total investment is 299. And if you do the full pay 299 option, do a one-time payment, then I'll give you an hour of one-on-one coaching with me.

Bart: Eric, I think that's incredibly generous, and we've had other stuff, we've had other people sell things, but I got to tell you, I would pay 900, 2,000, 3,000, I mean,

just an hour of your time is incredible. The website is 100CoachingTips.com/Eric, E-r-i-c. Eric, I didn't know you were going to offer an hour of your time and I'm very serious that I'll be one of your first clients. I'm so intrigued by the ability to create systems out of everything you said and having a little bit of sales experience, I think I've realized how much I don't know, because you are really a, if I say so, kind of a sales genius, is that fair?

Eric Lofholm: Well, you know, when you do something, Gladwell says spend 10,000 hours doing something and you become an expert. And I've been in this conversation for 35,000 hours. And so you get good at it because you're doing the same thing over and over and over and over. And so I've worked with so many people and so many situations. I'm a coach myself. And so, you know, and I have a very unique skill set based on the commitment that I've made over the last 19 years. And so it's fantastic, I love doing calls like this, I love to, sharing with people, demystifying the sales process because for so many people, they're not achieving their potential because they haven't had somebody simply explain a system that works to them.

Bart: Wow. So if you're interested in the Silver Protégé Program, just go to 100CoachingTips.com/Eric, make sure in the order form you mention you're on 100 Coaching Tips so you can get that bonus one-hour call.

And, Eric, I think we're just almost out of time, but man, you've just been chalk full of information and tips and people have got pages of notes. Thank you so much for sharing your time with the coaches on this phone call.

Eric Lofholm: You're welcome. You know, you did an amazing job on the interview process. I've done a lot of interviews like this and you were present, asked thoughtful questions, and you pulled a lot out of me by the great job of interviewing. So I appreciate what you did because that helped make this call great for everybody.

Bart: Well, thank you. I don't think I'm quite at 10,000 hours of interviewing in radio, but I'm about 3,000 hours for sure, so I appreciate the compliment.

Eric Lofholm: It shows, you did great.

Bart: Okay, guys, if you want more information about Eric go to 100CoachingTips.com/Eric. Please join us all this week for two more amazing coaches at 100 Coaching Tips. And check your email for the line up this week as well

as all through the month of August, because we're not finished yet. This is the 100 Coaching Tips Savvy Business Strategies for Professional Coaches.

I want to thank my guest, Eric Lofholm. Go pick up his program, if you don't, I'm going to just spank you on the head with a noodle because it's an awesome offer and I also want it.

So this is Bart Baggett, thank you again for being on 100 Coaching Tips, I will talk to you tomorrow night. And Eric, thank you and good night.

Eric Lofholm: Thanks, bye bye.