



Interview with Scott Channell

Host: Bart Baggett

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Bart Baggett Interview with Scott Channell

Bart: Good evening everyone, this is Bart Baggett with the 100 Coaching Tips, thank you for being on the call. There are lots of people jumping on the phone call, coaching, mentoring, business consulting, and really savvy marketers learning how to expand your coaching consulting business.

My name is Bart Baggett, I am your host, the website is 100CoachingTips.com. Thank you for being a member. We have a free teleseminar, we interview 24 of the brightest minds of the coaching business during this month and next. We also have 24-hour replay, so make sure you catch that replay if you cannot make the entire phone or all the phone call.

Tonight's guest is actually quite extraordinary. I had the luxury of chatting with him a few minutes before the phone call and I think everything we talked about tonight you can apply immediately to your business. That's whether you're a one-on-one coach, wellness coach, life coach, business consultant, or professional speaker. Because everybody needs more leads and they need more consumers.

So my guest tonight is named Scott Channell, and if you are French, I guess it's Scott Channell, I guess you could be very fancy about that if you are not from Boston. And Scott has set over 2,000 sales appointments in diverse industries and when I wrote the teaser, kind of the email, I pretty much said, if you need sales leads, cold calling, warm calling, return phone calls scares you, there really is a process that can help you kind of take the power back.

And Scott, one of the things I mentioned in the pre-interview or in the teaser was kind of like, if I could drop you off in any town with nothing but, you know, a phone and a phone book, you know, you could create prospects, you could create customers. And I hope that you can share some of the techniques on how you can do that.

He is the author of *Setting Sales Appointments*, one of the top sales trainers and recognized as a top business coach.

Scott, welcome to the phone call.

Scott Channell: Glad to be here, Bart, thank you.

Bart: You know, you're actually quite a remarkable background in sales and especially in, you know, what we would call cold calling, which most coaches, I think most individuals across the world, right up there with public speaking, is one of the scariest things in the world.

But tonight you prepared something special for us. Tell us what you decided because you told me, you know, you're really going to take five or six hard tips where people can actually apply them immediately. What have you prepared special for this phone call that wouldn't be typical of your lecture?

Scott Channell: Well, what wouldn't be typical is when I lecture or train on prospecting, it really is about the process of how you identify a market, select a list, get set up, implement your call process, write your scripts, create all your ancillary touches, and then add all of your advance strategies on top of that so that you can keep your pipeline filled with qualified prospects and keep refilling the pipeline over and over again.

Even though there's a rumor going around that cold calling is dead, there are many industries that it is their core marketing strategy, and for many industries, if you're a start-up with no money or if you're an industry that's doing well, but for whatever reason your marketing strategies are just not getting you face to face with the level of top exec that you need in certain strategic markets, you pick up the phone.

So when I train, I talk about that whole process that works across industries, done it for 20 years, set 2,000 C-level sales appointments myself. But aside from the specifics of that process, it is a coaching and training business. And along the way, no matter what your coaching business is, there are lessons to be learned in order to be a good coach.

So those are some of the things I was hoping to share with the group today.

Bart: Well, thank you. Let me define a word. In one of your biographies, it talks about you booked over 2,000 C-level sales appointments. How do you rank a level of a salesman? Tell me what that means, not being from the cold calling business.

Scott Channell: Yeah. So when I started out my first gig, which I got by accident and had not set appointments before, and four or five other consultants before me had failed, they were a boutique firm and they needed to get into see CEOs or executive VPs at companies with more than 1,000 employees. These are companies that had no relationship with the company whatsoever.

So the goal is to take these large companies and then get into the C-suite. CEOs, CIO, the very top-level execs, get by all the screens, get Mr. or Mrs. Big to pick up the phone and say, "Hello!" Slam, book the meeting.

Bart: So C-level's not ABC, meaning the worth, C-level is CEO, CPO, CFO.

Scott Channell: CEO.

Bart: That's the big guys.

Scott Channell: It's the big guys at the big companies.

Bart: Wow. That's a great skill to have. Now, I know we're not going to get into all the techniques to book, you know, CEOs, but let me ask you this question because we mentioned this earlier. How would you, if you were literally dropped off in a new town and you said, "I'm going to help these five people start a coaching business," would you immediately pick up the phone book or the internet and start, use the phone? Would that be your first technique?

Scott Channell: Definitely use the phone.

Bart: Would you use the internet first or would you start with a direct mail campaign? I mean, you have a unique skill set that could get appointments. Tell me what you'd do with—

Scott Channell: Very briefly, you need to know who the buyers are. Buyers are very different than the people who need you the most, okay? And that's one big lesson for coaches to learn. You have to communicate with buyers. And we know people who typically buy our services, so for example, if I'm dealing with a company, the first thing we do is we take a list of buyers, either from them or maybe from competing companies. Now, these are buyers, not people we think should buy or people who we think would benefit, but people who have actually written checks for the service.

And we profile them. We look them up individually on databases like Hoover's or like Sales Genie, like Reference USA. And we build a profile, by SIC code, by revenue range. And say, "Okay, what are the common characteristics of the buyers?" Then once we have that profile—and Bart, this takes about two hours.

Bart: Okay.

Scott Channell: So given all the time that people spend prospecting, this is like the biggest mistake I see over and over again. People spend way too much time calling low probability targets, calling on buyers.

So we spend a couple hours doing a profile, and then what we do is we pull a list of those other companies that have the same characteristics of other buyers.

Marketing 100-and-a-half says the people that are most likely to buy from you look like the people who have already bought from you.

So we build a very tight profile of them and we start calling them. Then we get up to call efficiently. If you are calling off paper, if you're calling off a spreadsheet, Bart, you're dead, it's over with, you just don't know it, you're a walking zombie. And no matter how hard you work or how fast you dial, you are not going to make any money.

So for a few hundred dollars and for a few hours, you can get set up on a program like APT, that's been around forever and has been used by millions, and it will do everything you need to do. And you spend a few hours getting that set up so that as you call you can sort, segment, and code, because prospecting is really just a giant sorting process. Get rid of the lower probability ones, spend less time with them, identify the higher probability ones, spend more time with them.

And then you call them in an organized process, meaning you don't do it willy-nilly. You have to comply with what I call the three cycles of three, Bart, because studies have shown, and my experience also says, people need to be called at least six times in a medium-size company on average before they pick up the phone. And in a larger company, it's more than nine dials. So your call process has to include about nine dials before you're even in the game. And then of course you have to have good scripts, there's a structure to good scripting and you have to have some good ancillary documents, voice mail, email, many times fax. And then there's some advance strategies that go on top of that. But at the core, those are the pieces of the puzzle.

Bart: It's so interesting, because I have always read that even in advertising, you need seven impressions for someone to remember your brand.

Scott Channell: The rule of seven, yeah.

Bart: Or take an action, such as a Doritos commercial, etc.

Scott Channell: Yeah.

Bart: But most people they call once or twice, and they feel rejected, they didn't get their call back, they don't recognize them.

Scott Channell: Absolutely.

Bart: And you're saying it's 7 to 12 times?

Scott Channell: They don't want to annoy people, which I never understood. And the way I always looked at it, Bart, is, when I was working for other companies, when I used to actually make the calls, I was dealing with good companies, they have a history, and I'd say to anybody out there, look it, if you have a good company and you're capable, understand that there are people out there right now buying what you have to offer from other people. And it's the most normal, natural thing in the world for you to be calling up these buyers and offering your services. It's the most normal, natural thing in the world for them to say, "Sure, come on down."

So a lot of people do it and even though a lot of people think it's a big mystery, but the bottom line is, there're a lot of industries and particularly a lot of high-level sales people and particularly if you sell intangible sales, which coaching is what it's all about, it's rare that you could start a relationship without in-person or a phone appointment being set first.

And that's what the process is all about, and it works.

Bart: That's amazing. If you just joined us, which we just had a number of callers come in in the last five minutes, my name is Bart Baggett, I'm hosting the 100 Coaching Tips. Tonight's call is with Scott Channell. And Scott, you're really an expert in setting sales appointments, but as I was speaking with you, you really understand so much more about the coaching consulting business. And so tonight you're not only going to talk a little bit about, you know, the idea of warm calling or cold calling prospects to really fill your coaching practice with the kind of clients you want, but you're also giving us some tips about, I guess what I consider the big myths of the coaching business.

And you had some really strong opinions, and I love that, because we like to bring fresh voices. And briefly tell me, we had a guest named Rhonda Hess in our first season and if you missed Rhonda, she was really great. She's really a coach's coach. And you said you watched the video of her and something she did really impressed you. Tell me about that, because I know you listened to some of our earlier phone calls.

Scott Channell: Just so great, it was just so truthful. First of all, her interview was fantastic, loved the interview. And then I started bopping around her site and as a little aside, Bart, I would say to anybody listening to this call, that one of the benefits of being a member of Bart's site and one of the key things is to get congruent with those who are already successfully doing what you do, period. Just get congruent with all their behaviors. And if people just go through the sites of the people that you selected to be on the call and see what they do, and get on their email list, and read what they talk about and look at their copy, that alone, Bart, is a phenomenal education for any coach.

And one of the things that people do, is they kind of drink the Kool-aid or they want to believe that what they feel comfortable with will work or that what everyone else says will work, will work. And that's not true, what works, works.

And what Rhonda Hess did, it was so great, because I'm watching her video, and she holds up these five certificates, she says, "You know, when I was a coach, I took all these certificates," and shows like enough certificates, it was like a Japanese fan, she's fanning herself. She says, "I had all my certificates, but I didn't have any of this." And in the other hand was a pile of money. And says, "Until I learned how to get the money, I wasn't a successful coach." And I said, "That is the truth." Because people get enthusiastic—in any endeavor, I don't think it's just coaching, and you want to believe what you want to believe. But if you want to save yourself a lot of agony and a lot of hard lessons, you really need to learn the truth.

And the truth is, that this is a marketing business. And you're in the information business, I think, Bart, I think it's helpful for coaches to think of themselves in the information business. You give that information one on one, coaching, maybe you're a speaker, maybe you're a writer, maybe you're an author, maybe you give group presentations. But you're transferring information. And if you think that way, it colors how you're going to organize yourself and how you're going to present yourself.

So that was just such a big truth that the certifications, although they're helpful, I guess, if they make you feel better, but the bottom line is, they don't mean a lot to the clients and you have to learn how to earn a living at it in order to help people. And when you can make money, it also means that people feel that you're giving them value and they refer their friends and you do better for yourself and you do better for the people that you're helping.

Bart: Well, you're speaking to the choir for me, I realized I was in the information business when my first book was published in 1993. But since then, and at that time, I had already graduated from Pepperdine with a business degree, which was not an inexpensive school. And to this day, nobody has ever asked to see my degree. They've never asked. They've never asked me to prove it, never asked to see it. I don't know.

But the one thing they do do is they see the photograph with me on the *Larry King Live Show* on CNN, and it's a done deal. They don't ask any more questions because of the framing.

And so it's not that necessarily your education and your certificates, but it's also the framing, and I want to get into that. You talked to me privately and I want you to share this conversation about how the first impression, about people's perception of you when they first meet you, really frames the entire relationship, how much they're ever going to pay you over the lifetime, whether they're going to be your inner circle, or they're going to be your, you know, external circle, or whether they even call you back. And like I said, for me, because I was on *Larry King*, that frames a lot of respect for me and what I do, but before that, it was a little harder.

Tell me why that's important and how it can apply to sort of the first impression if you're a coach, even if you don't have a book published and you're not on national television.

Scott Channell: So important. As a very young coach trying to figure things out and frustrated, I can remember picking up a copy of Robert Cialdini's book, *Influence: The Power of Persuasion*. And all of a sudden a light bulb's going off in my head, because what he explained was exactly what you just said, is that people's perception of us are formed before they start working with us. And that those perceptions are kind of frozen in time. And if people decide that you're worthwhile and they pay you, say your full fee, and they're happy to do so, it's much more likely that you're going to have a good engagement and it's much more likely that the client is going to accept your advice and actually implement something and change,

because of their perception of you. Whereas, if they have a weaker perception, if they invest less money or maybe they ask you for a deal or cut rates, then they're not as committed and they always have that frame of mind, Bart, is this person really worth it? Is this person really good enough? And they never get over it.

So as coaches, that perception is something that we create. It doesn't happen because we're great, it happens because of our marketing and our positioning. So understand that in order to have good credibility, you've got to be a good marketer. And I don't mean a good marketer in the sense of, you know, being sleazy, but understanding how it is that, how your interactions with people affect their perceptions of you, so that when they come to you, they really do get your value and you're helping them because now it's much more likely that they're going to implement something that they're going to change.

Bart: Well, one of our earlier guests, and if you don't own the whole season, you've missed a lot of important things, but Rand Stagen, who owns a very, very high-end CEO/CFO consulting firm, says, "You know, recently we raised our prices," I think he's almost at \$29,000 a year for one CEO to go their year-long program, which is a corporate culture thing. Very specific niche, target marketed, very high end in a marketplace with a very specific type of corporation. By the way, he's not just a one-on-one coach, this is much longer, so you need to listen to the full interview.

But what he said is, "Every time we raise our price, it seems like our clients respect us more." And here's the interesting thing, "They go out of their way to find reasons to pay that new price and find more value in what we're saying." Which means that his client actually read the books, make the changes, do the homework, 10 times more than the average coaching client does, simply by the fact they're paying more and they're respecting more because of the price.

Talk about how price can affect your perception in our coaching business.

Scott Channell: Well, Cialdini put it best, I think. He said that when people make a decision to pay a good amount of money, their whole reflex at that point is now to justify it and to look for things that justify their decision. They don't typically write that \$29,000 check to Rand and then say, "Oh, gee, I wonder if I did the right thing?" They write that \$29,000 check and they're in the backyard digging for reasons why this was the best thing in the world that they ever did.

Whereas somebody who is paying low money, then they're, "I'm not so sure," and they never quite commit to the process and dig in and implement the change that

they were looking for. It has much more to do with people's perception of us when they come to us.

So in terms of a marketer, it's just important to understand what we do that influences people's perceptions of us and make sure we do that so that we can help the most people. Because otherwise, they're really not going to implement things.

Can I tell you a story about Brian Tracy?

Bart: Yeah, I love Brian, in fact I had dinner with him about a year ago, and he's just still fabulous and I think he's almost 70 or 80, one of the most articulate and really a pioneer in the self-help business.

Scott Channell: Yeah, every time I say his name I feel like I need to pause and just say, "I am not worthy, I am not worthy," because he's just so great! But again, when I was a very young coach, trying to figure things out, I was listening to Brian and he said something on an mp3, he said, "If your business is dependent upon other people changing, you have a huge problem." And I almost fell off the treadmill, right?

And he's so right. Because we deal with adults and it's not that people don't change, but for many people change is slower or change might come at a different pace than we might like. And one of the things that we have to understand as coaches—you know, there's an old joke that says if five people are on a cliff and three decide to jump, how many are left? Well, five. Because deciding to jump and jumping are two different things, all right? [Laughs]

Bart: [Laughs]

Scott Channell: So that's how it is with coaching. You know, people love to prepare and think about it and get ready to change and prepare to change and change their clothes to change and get all dressed up to change, but when push comes to shove, actual changing is a totally different story.

And that's a real—something that coaches have to understand, because, I know, I'll share my experience in the beginning, I just thought that everybody was going to implement. They have these issues, they want the business, they're going to go do it. So you really have to learn how to interact with people knowing that when they get done with the prep, and the prep is easy in terms of teaching them the principles or how to get organized, but when they actually go to implement it, that there's

some real, there's lots of real barriers that people have, so as coaches, we have to be very aware of that, help people through it, and understand that there are limits to what they can absorb.

You know, I have some people who I coach and man, the words come out of your mouth and they're galloping ahead of you, "I got it! See you later!" Okay? They're gone! And then you have other people that they're in the lower end of the spectrum and they're just learning. And you know, realistically their change might be that they're just more accepting of an idea or maybe they get closer to understanding what they need to do.

So as a coach, you want to influence that and you also want to know how far to push and when, you know, the client has sort of maxed out based upon their abilities.

Bart: We're on the phone with Scott Channell, he's the author of a number of books, *Seminar In A Box With Setting Sales Appointments*, *Scripts to Set Sales Appointments*, *Analyzing Scripts*, a lot of things about cold calling, but we're also expanding the conversation into really coaching.

If you want to learn more about Scott, we set up this special page for him at 100CoachingTips.com/Scott.

You really have a handle on, you know, creating business and finding a particular target market. We mentioned a little bit about, you know, if you're targeting CEOs, be very specific about the kind of company. Let's talk a little bit about how you proactively go get some customers you want rather than wait.

And so much of our marketing, especially these days, and I'm completely guilty of it, is I set up smart websites with opt-in pages and have an email list, and I kind of wait for people to hire me. Which is lazy, kind of effective, but wouldn't it be neat if I could proactively, say, you know, "Today I'm going to pick someone in a certain company and I'm going to go, you know, get a contract or do a seminar or sell them some books or creating a coaching contract."

What would be the first step to really go out and feel like I'm proactively targeting exactly the customers I want, opposed to just kind of waiting for someone to call and say, "Hey, I need a dating coach, you know, please hire me," if in case you're a dating coach, for example.

Scott Channell: One of the key principles is to not think of getting an individual client, but to engage in what I call “group think.” Meaning that when you’re going after more clients, it’s not necessarily that you want client A, client B, client C, but if you were to target 100 companies that all look the same, they all have the same characteristics, they all have the same business potential, what you really want to do is, it matters to you whether you get 5 meetings in that group, 10 meetings, 15 or 20. But it really doesn’t matter which ones you get them with.

So what you need to do is you need to attack a group of targets that is of sufficient size so that reasonably you can initiate your sales process with enough so that after your normal conversion process—so for example: Basic rule of thumb, if you were entering a company cold, so let me underline that, you might need five meetings to initiate your process with five different companies in order to get a close. So there’s a whole bunch of issues there, I mean, obviously if that was your number and that would be a pretty good number if you were closing someone cold, then the economics of what you are selling has to make sense with those numbers.

So a lot of my clients sell bigger ticket, higher margin items, not all, but many do, so the math works in terms of the effort it takes to get five meetings and then go through the sales cycle of those five, knowing that on average, one is going to turn out.

So the first step is to do the profile we talked about at the beginning of a call, great question. Second thing is to have group think, is to know that you’ve got to work through groups effectively in order to get the meetings and then close them.

And then you also have to have, if I may rattle off some of the common mistakes that people make, Bart? One of the biggest mistakes I see, and I get calls from sales teams, telecenters, to kind of rescue failed programs. And the first thing I look at is who they’re calling. Because one of the biggest mistakes people make is they essentially call the phone book. And I’m not exaggerating this, Bart. I just did an analysis for a very large company, 400 reps across the country, and found out that 84% of their call activity was going to people who where there was no probability, or extremely low probability, that they would ever buy. And the sad thing is that there were more than enough high probability targets that fit the exact profile of the people who buy from them and love them, to keep their whole sales team busy for six months.

And I see that over and over again, and it’s a great example where just a couple of hours of basic research can turn phone calls into a low probability pool. Miraculously

all of a sudden, all your calls are going into a high probability pool. Just for a few hours worth of work, if you know what to look for.

Bart: Now, it makes sense, especially with the big corporations. One of our guests was talking about how she kind of profiled and niche marketed something that, you know, her current clients, let's say you've got three or four clients. What she didn't realize was that, you know, she had three financial planners as coaching clients. And she wasn't a financial planner, but there was something that she resonated, I guess she learned how to talk their language and they were happy, so she really started mining the financial planning community, kind of the group you're talking about.

Scott Channell: That's a group.

Bart: And she became the coaching for financial planners, but she wasn't a financial planner, understand the distinction. So she's doing what she's saying, so she really profiled her current group, her current client, the one she liked the best. Obviously the ones you hate, you wouldn't want to profile them, and she found some common ground, common magazines, common trade shows, common referrals.

Scott Channell: Sure.

Bart: Is that kind of what you're referring to if you don't have access to a database of people?

Scott Channell: It's in that direction and there's also other elements. And I'd almost be willing to bet, and again on group think—and there's always exceptions. I'll tell you, when I speak, Bart, I have a rule. Right up front I say this. You're not allowed to use these words for the whole morning, you're not allowed to say, "Yeah, but." Because people who are mired in mediocrity are experts on what not to do. I mean, you get something out of your mouth and wing-boom! "I know someone," "Not always the case," it's so stupid.

Because people who are high performers are never thinking about the exceptions. We deal with people. We deal with people in crises. We deal with people and, God, there's exceptions to every rule. But there's also repetitive scenarios, core behaviors, things that work better than other things. And those who are high performers, who are coaches who get more business and keep the business are always thinking of how they do handle repetitive situations. So that's what you want to be focused on.

Another exception to the rule, but what, is there any repetitive situation, any phone call, any group that you're handling, what are the core behaviors that are going to drive the business result that I want? And always focus on them. And I have a phrase that is a little, some people don't like it, but I think it's true, is it's, "Find your clients, throw everyone else down the stairs." Because you have to focus on, you have to laser focus on the buyers. And anybody who doesn't fit the profile, the buyer, you can't worry about them. You have to speak to everybody, Bart, when they pick up the phone and say, "Hello," you have to talk to them as if they were a buyer and say the things that buyers want to hear, they need to hear. To know that you're worthwhile, that you have something to offer them, and that you're worth spending more time with.

And one of the mistakes that people make, because when they call, even when you're calling well, most of your calls end up with something other than, "Sure, let's get together," people tend to water down what they say to have more comfortable conversations with people who will never buy. What you should be worrying about is—

Bart: Well, one of the things that you were mentioning in **** is, you know, how you turn a warm lead into a close. And then, you know, how do you say, "Yeah, let me think about it." Some of these over-hesitations. But I know there's lots of books on there.

So let me do something kind of different. We don't always do this in our interviews, but if you have a specific niche and you're a coach, I'd love to give you 30 seconds to say, "Scott, here's my niche, you know, where do I find some warm leads?" Just press *2, that'll raise your hand and I can un-mute you. And while we're waiting on some specific questions, Scott, if that's okay if I put you on the hot seat there.

Scott Channell: That's fine, go ahead, do it.

Bart: You know, *2, I'll raise your hand and you can tell us a little bit about your business.

Tell me about the conversations, when they call, they want to hire you and they get the, "Yeah, but I got to think about." "Yeah, I'm not really feeling like it's worth the money."

Scott Channell: This goes to the marketing, Bart. Because in my situation, now when I was a younger coach and I wasn't charging a heck of a lot of money, there

were a lot of those conversations. And then as I grew and my fees went up, now, when people come to me, they pretty much know my deal and price really isn't that much of an issue. I'm not saying everybody buys, but what I'm saying is, that they've been on my email list, I've got hundreds of articles on the web, they bought the book, they've heard me speak, they've listened to me give a seminar, they understand my value. So at that point in time, the price discussion isn't really a major image or issue, there's not a lot of push back.

Bart: So part of what I was saying is, people are having a price conversation with you, it means there was a failure in your pre-sale.

Scott Channell: Yes.

Bart: A failure in your brochures, your website.

Scott Channell: Absolutely correct.

Bart: There was a failure in establishing value before you got on the phone with them.

Scott Channell: Absolutely correct. Absolutely correct.

Bart: Now, let me put you on the spot there, if you called them out of the blue, let's say that you targeted a company, you want to work with, you know, GE or Firestone and you say, "I'm specifically in sales for this type of company." But they don't know who you are but you've got them on the phone, how would they know who you are? I mean, how do you frame that from the beginning, you know?

Scott Channell: It's got nothing to do with who you are. It's got to do with what they perceive you might do for them. So when you have a structure or a pitch, you have 30 seconds, Bart, and there are certain components. One component is obviously who you're are, where you're calling from. Scott from Mega Company. You have to give a very clear, concise statement as to what you do. I help sales teams find more qualified prospects, something very—that's not a great statement, but off the top of my head.

Bart: Right.

Scott Channell: And just simple, clear, no puffery. Then you have to give a credibility statement. And this is what most people, they don't have credibility

statements, Bart. So you have to say something like, “companies like Bing Bang & Boom and 2,000 others have selected us,” boom. So your credibility’s got to be something like, you rattle off some great names of people who’ve used you or you rattle off specifics, “More than 2,000 companies.” I dealt with a current coaching client in high tech sales, very large companies, and he had these big names, and I said, “Wouldn’t it be great if we come up with a really great number.” And I said, “All these big companies,” I said, “How many users do you have that have used your software installation in the last year?” He goes, “Like 1.2 million.” Bingo!

Bart: Wow.

Scott Channell: Let’s put that up front, so now you’re ten seconds into the conversation, they know exactly what you do.

So remember if they’re a buyer, if they’re a buyer, Bart, and they have issues in that area, they’re choking on **** because they’re listening. Then you slay them with a credibility statement. Big companies, specifics that impress them in terms of numbers, maybe you’re number one in the Midwest, maybe you have 25,000 clients, something specific. Maybe you’ve got 600 companies in Chicago or more than 300 families in the San Diego area have selected us—boom!

Bart: Okay.

Scott Channell: But you lay a credibility statement so they know you’re top shelf.

Now, I don’t like it, one of my pet peeves about sales is today everyone says, “Oh, everything’s different,” which I think is a bunch of bologna, all right? It’s more the same and the people who are successful today are the ones who really master the basics of yesterday. But I’ll tell you one thing that has changed on prospecting, is that when you call someone up, people know that even if you’re, they have a need and you sound good, that they can just type in a few words in Google and they can find a couple other good people whenever they need them.

So one of your goals on the phone is to communicate that whoa, you’re special, you’re top shelf! And you kind of get them saying, “Well, I don’t want to lose this person.” So you have a great credibility statement and then you relate benefits that are important to the prospect, Bart.

So a big mistake people make is they say, “We’re this, we’re great, we’re number one, we give great service, we care,” stupid stuff, all right? It’s not about you. You

have to relate what I call bottom line ultimate benefits to the prospect. So they might want competitive advantage, they might want increased **** they might want to cut ROI in a process by 15%. You have to come up with impactful, impactful to your target, three benefits that are meaningful to them so that you have something very powerful. And it's not price. Price is never, you never lead with price, and if you mention price at all, Bart, it's always at the end and you say, "competitive pricing." There's a special place in hell for people who say they can save people money. It's not the place you want to sell. You don't want to do that, okay?

And then, this is another big difference and this is, now think about this. And it's one of the core things I teach on high-level prospecting, is that you're not selling your service. So if I'm a coach and I'm going to offer a program to a company or maybe I'm targeting an executive within a company, maybe I'm targeting a high-income person or just somebody that I think can afford me and would benefit. What you're selling is an exchange, is all you're selling is the meeting. So you're not trying to call someone up and say, "Hey, I'm great, I'm swell, let's get together because you'll probably hire me and way down the road, we'll do great, and you'll be glad you did." Well, that's too nebulous for me.

But if you think of it as an exchange, that you're asking somebody for 30, 45, 60 minutes of their time, you need to communicate what they're going to get at that meeting, Bart, that's worth their time.

Bart: Not at the meeting after they hire you, at that meeting?

Scott Channell: At the meeting, because you want them thinking, "Well, I'm never going to hire this guy, Channell, but boy, it sounds like he's got some good industry gossip, he's worked with a lot of companies, maybe he's got something that'll help me with my next promotion, maybe there's some tidbit that I can help get in good with the boss." There's something, so you end up your pitch by saying, "Hey, love to get together with you and share with you specific examples, samples, programs, analysis, proprietary reports, you know, as to how other companies or individuals have achieved these business results. I know you're going to learn a few things. If you think of us down the road, that's great, there may or may not be a next step, either's fine. Would you have some time in the next week or two?" Boom! So in 30 seconds, they know who you are, what you do, why you're credible, benefits that other people get from dealing with you, you give a hint of what you're going to deliver at the meeting and then you do what a lot of people don't, you actually ask for the meeting. All right? And then the hardest thing in the world for the salesperson to do, Bart, what do you think that is?

Bart: Ask for money?

Scott Channell: Shut up. All right? Then that's how they do that, they have to be quiet.

Bart: Yep!

Scott Channell: And see what the person says. But that's your 30-second foundation, you've got to cover all those bases because in any sale for a coach, no matter what you're selling, your sale is only as strong as the foundation it's built on. So if you're going to use the phone, if you're going to use the phone, then in that first 30 seconds, you're laying the foundation. So that's why you don't do the "Hi, how are you? Have you got a minute?" ridiculousness. You don't ask them if they're the person in charge. You don't ask them questions. Why would you ask them questions and give them control of the conversation before you've told them what they need to know, what they need to understand about you before they can decide that you're worthwhile? You need to do all those things before you get deeper in the conversation.

Bart: We received a question here, now if you want to submit a question, you can do it online. Also, we've got about 20 minutes left, so we'll take a couple questions live.

Scott Channell: Sure.

Bart: If you want to ask a question, hit *2. I see Mary in Nashville, Thomas, we've got Lori, we've got Sandra, Lisa, and the list goes on and on in the US. But my friend, Sandra, who I think is here in Los Angeles, she is a coach for television. She's been an actress for almost 20 years, and she wrote, "My target market is people being interviewed on talk shows." So basically up and coming celebrities or authors, "but sometimes the ones that need me the most don't know they need me, because I see them on a TV show or on a book tour, and they're not very good." So she coaches people how to be on-camera talent. What would you suggest to Sandra to sort of like cold call or get these people that she knows need her help, but may not know who she is?

Scott Channell: You know, the first advice I would give to Sandra is that marketing to people who need you the most is almost always a huge mistake. And I don't like and advise people from working from that place, is, you know, you have X-amount of

time and X-amount of resources, and you want to put them in places where there are buyers.

So the question I would say to Sandra is, well, who has actually purchased these services? Who do you know has purchased these services from you before? Who has purchased these services from other people in similar situations? And what do they have in common? And usually, almost always, Bart, they have a different set of characteristics from the people who need the service the most.

So I would go back to the profiling idea—profiling.

Bart: And I have a couple of questions. I know that a lot of her clients have just written books or have a book. So if she, instead of looking on television for the worst interview, she could go to the book conferences, the self-publishing conferences, she could make friends, she could speak at one of those conferences, that would be a much more pro-active way to find the group rather than target people who need them. Is that kind of what you're—

Scott Channell: Exactly. I don't like it. And the other thing that Sandra has a little bit of an issue because her target market is a little bit nebulous. And that creates some problems. So I would go back to my group thought and say, pick X-number of authors, or new authors, or find people who could easily be selected as a group, and then work them as a group.

Bart: Awesome. Thank you. And thank you for submitting that question, Sandra.

Now, in your list of things that you mentioned, you said that perhaps there's a top ten list for successful coaching practices, I'm sure there's probably 20 or 30 tips, but off the top of your head, is there some things that people do really, really well and then they maybe really bad that maybe we could, you know, kind of take some notes here?

Scott Channell: As coaches or as prospectors?

Bart: As coaches, as people, I mean—

Scott Channell: As coaches, yeah.

Bart: Yeah, because they're trying to get new clients and most coaches don't have a two-and-a-half month waiting list, and they should.

Scott Channell: Yeah, they do. Well, let me rattle off some things that I think, I don't hear discussed much, but I think are important.

First of all, if you're going to be a coach, is you have to understand, I think, that there are three markets. There's a local market, a regional market, and a national market. And there's an old saying that I happen to believe that you're not an expert unless you're at least 300 miles away, okay? And that goes back to the point that you talked about earlier about perception up front.

So understand that if you're going to be working solely in a local market to people who "need you the most?" You've got a tough slog of it. And you really want to be working on your perceptions so that you can very quickly move beyond the local market, because in the local market it's typically going to be low money, under-appreciated, people who aren't making a big commitment, and that can get really old, really quick.

So you want to have your eye on the regional market, or even the national market, which is not that hard to crack, quite frankly. And if you create the perceptions, and I will tell you right off the bat, biggest thing you need to do to be treated seriously if you want to get beyond the local market? Absolutely no doubt about it, you have to write a book. It doesn't have to be a good book, a long book, the best book, but you need to write a book. Because when you clothe yourself in the things that experts do, they write books, they write articles, they speak, they publish. All of a sudden, all of those benefits accrue to you and people have those perceptions and that's what enables you to be successful on a larger stage.

Quick story. Many, many years ago, before I was in this business and I was in a general marketing business. My first book was, I hated it. And my publishing method, this is so stupid, was I hated the book, but I had put so much time into it, Bart, it's one of those projects you couldn't let go?

Bart: Yeah, I understand.

Scott Channell: And my publishing method was the photocopier at Staples, okay? With a binder. But I marketed myself to my target market as the person who wrote this book. And understand now, I'm a small town consultant selling marketing to professional people like lawyers and accountants before I started doing high-level prospecting. And I would market myself, use the same process, and I sold a ton of business, well in the six figures of business, from that stupid book. And I'd say to

these big firms, "Well, why'd you hire me?" And they'd say, "Well, you wrote the book!" And the book was an embarrassment, Bart, all right? And I'd say, "Well, what was it about the book you liked?" And they'd go, "Well, we didn't really read it, but you seemed to know what you're talking about and you wrote the book, so we figured you'd be okay," you know? And you heard that story over and over again.

But it's so true that when you, if you do that, it's an unfair advantage and you can write a book within 60 or 90 days. And if you do that, my book changed my life, my real book, *Setting Sales Appointments*, changed my life. And I would say to anybody who's serious about the consultancy or coaching business or the health business, to write a book, because you have to know something in order to be a good coach and you can write even a small book, but the minute that you're an author, it puts you on a pedestal. It's almost unfair, Bart, and it's one of the things that you work so hard to help people, and yet if you can help them understand your value, I mean you have by having a book, you help yourself but you also help a lot of people because it enables them to see your value.

Bart: Yeah, and let me share—

Scott Channell: Go ahead.

Bart: A little bit about that, just to drill in that point. We've had a few guests talk about the books. I've got a lot of books I've written, my first one at age 23. And the first two books were like pulling teeth. They took a year on **** they were just like having a baby, like it was a huge commitment. Those books aren't necessarily the best sellers, but they're big and thick and I'm proud of them, kind of like your first book.

Scott Channell: Cure.

Bart: The last book I published was less than 60 pages, I had somebody help me ghostwrite it, I put it on Amazon, I ran a contest, it became a best seller in its niche in three days, and now I'm a best seller at Amazon from the book that I'm least proud of, because it was only 60 pages. And we've also heard guests talk about, record something for three hours, have it transcribed.

Scott Channell: Yes.

Bart: Get someone to edit it, make it a PDF file, get a pretty cover, and in a weekend, you can have a book or special report. So it's not an intangible goal.

You're not building, you know, you're not building Rome. You're building a literal solution with a couple of strong questions.

Scott Channell: Yeah.

Bart: Answering the questions, solving a problem, and boom—you're credible.

Scott Channell: Can I share a technique that I used and I read, many years ago, this little book. And I think the title was something like, now, this goes back to like the '70's, all right? It was like *How To Make \$30,000 A Year Speaking For Free*. Okay? That was the title of the book. But in the back, there was one little chapter, and they outlined an idea of how you could communicate with groups, chambers of commerce, organizations, and speak for free and then sell whatever you sell, you book your expertise.

And when I came out with *Setting Sales Appointments*, what I did was, and I would recommend is, follow the same process, I picked a group—it's very important that you pick a group that's not in your core group. Meaning, if you're going to go speak to companies for \$10,000 a day, you don't write them letters saying, "I'll give a speech for free." Okay, you don't do that.

Bart: Of course.

Scott Channell: But if you have a book, you can go to chambers of commerce, there's all sorts of directories of associations, and those that have meetings or publications, so my area was New England, we would send a fax and follow up. And I got a lot of little speaking engagements from chambers of commerce and from marketing organizations. I remember the Boston chapter of the AMA had me in, a bunch of others. And you get a lot of gigs from that, because you have—and the premise of this free speech was, I had just come out with a book and in order to market the book, I was willing to give a 30 or 45-minute little mini talk. So there was a reason for the talk.

And people are looking, there are many organizations that are looking for speakers to fill time, okay? And if, again, if you can project a valid reason, you can get into audiences and you will get hired.

And it's kind of interesting, you know who hired me the most when I did that? It wasn't so much the people that attended, but it was like my fellow speakers or the

people who were organizing the event. Those were the people who hired me for the longer-term gigs and not necessarily the people who are sitting in the audience.

But it's a great little technique, no money, and if you're got a book, even today with e-publishing, Bart, there's really like no excuse to not do that because it's not a money issue and a lot of people do it and with a little organization, you can be an author in 60-90 days and that will change your life.

Bart: If you're doing coaching and you really want local clients, I can't think of a better way than go to the chamber of commerce, the Key Club, Kiwanis. Every month or every year there's someone that has a big problem with finding a speaker. And if you've got a book on your flier or you've been on a local TV show, anything that sets you above, you know, the guy next door, they're going to book you. And they're going to book you because you're solving a huge problem. They've been assigned to get a speaker.

Scott Channell: Yeah.

Bart: And I found a lot of coaching clients if I would just drop, "Hey, you know what? I was certified NLP and I can help you with that." Or, "You know what? I can help you hire employees." Whatever it is that I was selling. Without a doubt, one or two strong leads come from lectures. And that's not a model I currently use, but if you're starting out or you want that local business, great tip, Scott, I love that actually.

Scott Channell: Yeah. You know another tip, and this is a shortcut, and you know, I used to say, people say, "Well, what's the shortcut? How can I do this faster?" And I'd always say, "There's no shortcuts, okay?" You know, there's a process, you have to build it step-by-step, it's got to have legs and there's no shortcuts. I mean, there's some things that you can do that will get you some results quicker, but there's no quick fixes here.

But then I read something recently, I wish I could remember where I read it, but someone said, there actually is a shortcut, and I agreed. And the shortcut is to learn the lessons that those who are already successful has learned. Meaning, that if you want to be a coach or a speaker or a trainer, identify other successful coaches who have the level of income, the kind of clients that you want, they are all over, they can be anywhere in the country. But identify a decent size pool of them, get on their lists, study their websites, buy their stuff. And do what they do. And if, you know, it's one of the interesting things about human behavior, Bart, I wonder what your

opinion is, where you can demonstrate the path to success, that successful people take very consistently. And yet you can lay that out in detail and yet many people will immediately start backing away from doing what the successful people do. And the power of the mind to rationalize why they don't have to do it that way. And I'll tell you, if you, you know, no bologna, if you want to get a jump start and you want to be successful, get ruthless about getting congruent with those who are already successful. Look at their websites, get on their email list, how they write, look at their products, their pricing. Do exactly what they do and stop convincing yourself that you don't have to do it that way because somehow you're different. Because the more you back away from the proven behaviors of success, the harder you make it on yourself in order to achieve that same success.

I see it not only in sales training, but I also see it in marketing. You'll point out consistencies among very successful people and yet people won't do it. And I would say, "Look it, just find out what the successful people do and get ruthless about being absolutely congruent with what they do." Use the tools they use, you know, set up your websites the way they do, the products, the pricing, do what they do, and that's another way to jump start your success.

Bart: Well, and we're probably preaching to the choir because the people that have joined 100 Coaching Tips obviously find value, because they want to model, you know, 24 of the, you know, wealthiest or the highest-paid coaches in the business.

Scott Channell: Sure.

Bart: It's probably the ones that didn't sign up that need this information the most. It's the ones who can't seem to make the live phone calls that probably need to hear that the most. If you need a reminder of who to model, look at the home page. There's 24 amazing people besides Scott and some of who we talked about, like Rhonda Britten, she runs, you know, \$15,000 weekend retreats, the first life coach on TV. There's all these people that run coaching programs at such a high level that you could just model a small piece of what they're doing and double and triple your income. But a lot of them model the negative voice in their head like, "Oh, I'm not on a TV show, I can't charge that much."

Scott Channell: No, no, no, no. Do what they do. Do what they do.

Now, there's another issue, too, that I'd like to bring up for people to think about, because I didn't really realize this until I had been coaching for a lot of years, and I should have known this. But the vast majority of income comes from a very minute

percentage of our inquiries. So I'm talking, and it's not unusual, maybe you could share your own experiences, that 60, 70, or 80% of revenue can come from less than one-half of 1% of our inquiries.

And that means a couple things. It means, first of all, that you have to have the marketing systems to bring in a good number of leads. But it also means that if you've got the stuff that you have to have the higher-priced offerings, because people will buy them from you. And if you don't have a higher priced offering, then the people who are impressed by you can't engage you.

So bigger picture, are those who are very successful, most of their revenue comes from a miniscule small percentage of inquiries. And if you think that through, you're going to set your business up so that you can be congruent with that. And it took me years to understand.

Bart: Let me give you a quote I used to use when I started on the speaking circuit. I told myself, "There's always a gold card in the audience." And now it would be platinum card or black card, but I always thought, "There's someone there with a no-limit gold card waiting to spend \$5, 6, 10,000." Even when I was 23 and, you know, I could barely pay rent on my, you know, etc.

Scott Channell: Yeah.

Bart: I'm like, "There's someone there that'll pay \$5-6,000, I don't know who that is."

Scott Channell: Yeah.

Bart: But I learned a long time ago, there's people much wealthier than you in the audience and if you can create a structure to, you know, offer them that, they're going to be impressed. And I think that's a great tip. And if that fell on deaf ears or it's really about the marketing funnel, you've got the free level, the \$10 product, the 3-book, the coaching program, and then you've got the high-level coaching program, maybe a \$12,000. I'd rather have 1 customer for \$12,000 than, you know, 12,000 \$1 customers. It's so much easier and less work for sure.

Scott Channell: Exactly, correct. And just by, I would always say to people, have at least one higher-level product or offering than you think you'll ever sell, and you'll always be shocked that somebody will buy it. And they'll love you for it! And they'll be your best clients.

Bart: But it also goes back to Robert Cialdini at Creates Contrast, if you've got a gold version at \$12,000, your \$4,000 a year program is cheap.

Scott Channell: It's a bargain. It's a bargain.

Bart: So let me talk about, you've got a page we built for you, 100CoachingTips.com/Scott.

Scott Channell: Yeah, thank you.

Bart: And if you can take a second and you're online, go there. If not, go online after the phone call, because we'll leave it up for a few days. But you put together a particular, kind of a membership program for people who want to learn how to get access to you.

Scott Channell: Yeah.

Bart: And learn more about what you do.

Scott Channell: Yeah. And what I did was, and it was kind of a funny story, when I first started out in coaching, I wrote the book, people started buying the book, I didn't have anything else. I said, "Wait a minute, they're buying the book, maybe if I offered something else, they'd buy that." So then I started adding products and the average sale kept going up and up. So eventually, quite quickly, the Seminar In The Box sort of became my flagship thing, which I sell, which is a seminar and it's interviews with successful appointment setters and the manual and everything's step by step, so if you want to set up your system, the seminar actually takes you from scratch, if you had a blank piece of paper. And it's me live in front of a group walking this group through how you set up a high-level prospecting program.

And then the member site came about, about 18 months ago. Because I just had, you know, I'd done a lot of teleseminars, I had a lot of interviews with very successful B2B prospectors, and I was always getting a lot of questions. So I started the member site to put a lot of the advanced strategies, and sort of a refresher on the basics online. So there's videos, there's audios, there's lots of, other interviews. I just did a bootcamp for anybody who joins.

So what I did, Bart, was if somebody joins that member site for a year, for \$299, they get all the stuff, they get the Seminar In A Box, and I extended the

membership from 12 months to 15 months, just for your listeners, and also extended free shipping. So that's what we did.

Bart: That's nice. And that's at 100CoachingTips.com/Scott. This offer's not on other sites.

I'm going to ask you one more question, but you also want to plug your website, AccordingToScott.com. That has like dozens, if not hundreds of articles. And I think that really helped you establish yourself as an expert in this particular niche.

Scott Channell: Well, yeah. And the way that site came about was, those were the articles, when we talk about writing and positioning yourself, that I wrote over the years. And then about less than a year ago, I decided just to put all of the articles online, on the [According To Scott](http://AccordingToScott.com) site. So you go to [According To Scott](http://AccordingToScott.com), there are about 200 articles, all accessible, no log in, just jump in, on how to set sales appointments. So you're going to get a huge dose of me and how I think. And there's also a ton of audio there. There's hours of audio that's all free, that you can download, and make sure that you feel that you're comfortable with my path and that my process will help you. And take advantage of that, before you do anything. But the club is where people who want to move quickly or they really want to go in depth on the basics, go to make sure all the bases are covered.

Bart: Yeah, I want to ask you a question. The offer on 100CoachingTips.com/Scott, if someone doesn't want to make prospects, but they coach salespeople, would that be something that they would say, "Wow, you know what I can do? I can help you become a better salesperson. I can use these tools to help train them become better prospectors." That sounds to me like a really unique positioning for someone who works with salespeople.

Scott Channell: Yeah. I have quite a number of people who call me up and say, "Look it, I'm doing presentations, I'm doing trainings within a company, do you mind if I use my stuff?" And actually I've gotten a lot of very high-level gigs inside a company, with attribution, and then the company said, "My God, let's just, let's bring this guy out to every sales division." Boom!

Bart: So that guy got paid and you got paid, what a great way—

Scott Channell: Bingo, bingo! And it worked out for everybody. And that's happened quite a number of times.

Bart: Well, listen, we're almost out of time. We've got people still coming on the call, thank you for coming on. My name's Bart Baggett, this has been Scott Channell on the phone. If you want to learn more about Scott go to 100CoachingTips.com/Scott.

And Scott, I got to tell you, thank you, you've been so generous with your time and the information was very specific and targeted to coaches and I know that was, you took some time preparing for the lecture.

Scott Channell: Great service that you're offering, Bart, and great opportunity. I hope people take full advantage of it and, you know, despite the difficulties, coaching is like, it's the most fantastic business to be in. And I got to tell you, personally, there's no greater pleasure that I get than to get a thank you note or a box of chocolates or a little surprise gift from someone that says, "Wow, you really made a difference for me in my life," and you can have that kind of difference with people and everybody who listened on this call, there's no reason why you can't do it, too.

Bart: Well, thank you. I want to remind people that this is, tonight's Thursday, but on the weekend, we're going to put up a replay call that you'll have access to the entire replay of our Tuesday night interview with the transcripts actually posted for you. Normally those transcripts are reserved for our paying clients that upgrade to CD's or upgrade to gold level, but I want to give you that one interview this weekend. So check your email on Friday night or early Saturday morning to take advantage of that weekend replay of Chris Widener. Really interesting stuff about Facebook and coaching and a really high-end thinker. It was really good.

Scott, I can't decide which one I like better, but we've had some pretty amazing coaches this week. And we're still not finished. We have all of August with three coaches a week with 100 Coaching Tips. And remind you, if you can't come to the live seminars, just go to the 100 Coaching Tips, click on the upgrade to audio CD's, you can get instant access to the transcript, mp3s, or we can ship them to your door.

So this has been Bart Baggett, Scott, thank you one more time, you've been a great guest, I hope everybody jumps to your site at 100CoachingTips.com/Scott and checks more about you and thank you for being a guest.

Scott Channell: Thank you.

Bart: Okay, everybody, have a great night. Thanks for being here at 100 Coaching Tips.