

Top 5 Sell-Able Personal Features Of The Coaching Service

Like any other professional service, coaching has features and benefits. Here are what I feel are the easiest-to-sell personal features of coaching (yes, I know you are supposed to sell benefits, but that's another list...).

1. YOUR PRESENCE AND DEDICATION

Your being there is worth at least 50% of your fee. And the more sophisticated your client, the higher the percentage, in their eyes. Finding a professional who is THERE with them is a challenge for anyone looking for professional services.

What is "there?" Caring, listening, focusing on, being honest with, standing in the shoes of, challenging, thinking-of-the-client-between-sessions, coming up with ideas for the client on your own without prompting, etc. You know, "there."

Selling This Feature: "One of the things you will get by working with me is that I am there — intellectually, emotionally, and spiritually. You will feel this — it's palpable. Especially, between our calls — when the going gets rough. You can always call me!"

2. YOUR SET OF RELATED EXPERIENCES AND KNOWLEDGE

We all have experiences and knowledge, but are you sharing the specifics of these so that the potential client has reason to believe in you?

Bad Form: "I have been coaching for 25 years (vague, quantity-vs-quality oriented)."

Good Form: "Based on what you have said, I have worked with three clients with similar opportunities. Would you be interested in hearing how they leveraged these similar opportunities?"

Moral of the story. Show — don't tell.

3. A CREATIVE AND COLLABORATIVE ENVIRONMENT

The best clients want someone who can help them come up with clever strategies, solutions, and approaches to their goals and problems. It is important to educate the potential client that this creative environment is part of what you offer as a coach.

Here is a way to weave this in to a conversation with a potential client:

"How creative are you going to have to be in order to solve that problem?... (person answers)... (segue)...
"Part of what you will be getting from a coach is a fresh, but experienced, set of eyes and ears. That contributes to the creative exchange between us. Creativity and collaboration is the best solutions to most problems. Either we will find the solution together, or we will make up the solution, together."

4. **THE BASIC STRUCTURE OF THE COACHING RELATIONSHIP/SERVICE**

It's one of those life truisms: "With the perfect amount of support and structure, a person can do just about anything."

Make sure that the client understands this. Here's one way to educate the client about this by asking a question:

"If you knew that you had all the professional support and structure that you needed to perform at your best, what's the goal you would set for yourself?"

5. **YOUR PROFESSIONAL NETWORK**

When the client hires you, they are getting access to the scores or hundreds of experts and specialists in your professional network. This saves your client a lot of searching and due diligence time because you have essentially prescreened these experts.

Here are two examples of ways to weave into the conversation the fact that you have a valuable network...

- ▶ "Will you be wanting someone to set up an e-commerce solution for you in the next six months? If so, I have got just the person."
- ▶ "Within a couple months of our working together, you may want to include a focus on personal fitness and I can set you up with a gifted nutritionist who takes the mystery out of the process."

Having a professional network adds significantly to your credibility and professionalism.

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