

Top 5 Reasons Why Coaches Need Sales Skills

1. **THERE IS AN IMPORTANT DISTINCTION BETWEEN KNOWING HOW TO COACH AND KNOWING HOW TO MARKET/SELL YOUR SERVICE**

If you do not master the latter, even if you believe you are a great coach, you will starve. And it looks like the coaches who have been most successful have this marketing/sales piece in their background.

2. **YOU NEED TO LET GO OF YOUR NEGATIVE ASSOCIATIONS WITH THE WORD "SALES"**

Many coaches are fearful about sales and selling — that they will come across like a guy in a cheap suit who wants to talk you into buying a used car that does not run right. The truth is, nothing happens until there is a sale. You can call it attraction, call it enrollment, but nothing happens until someone agrees to do business with you and pay for your service.

3. **GIVING AWAY FREE COACHING SESSIONS IS FOR AMATEURS**

Other professionals do not give away their services for free — Why should a coach? For example, you wouldn't want to go to a doctor who says, "Let me treat you free for a month, then I know you will want to be my patient!" Would you? Likewise, lawyers do not offer free legal services in hopes that you will retain them — Why should you?

4. **THE MASTER SALES SKILL IS LEARNING HOW TO CONDUCT A PROFESSIONAL CONSULTATIVE INTERVIEW TO HELP A PROSPECT DISCOVER WHY HE/SHE NEEDS YOUR SERVICE**

Doctors, lawyers, CPAs, and other professionals offer free consultations (using a systematic series of questions) to help their prospects come to their own conclusion about whether or not they need help. This is a far cry from the high-pressure sales tactics of amateur salespeople in all professions.

5. **DON'T YOU BELIEVE YOU ARE A GOOD COACH?**

Don't you believe you have something great to offer people through coaching? They why would you want to ROB someone of the opportunity to become your client? It is not a capital crime, but there ought to be a law against a coach who improperly engages a good prospective client without **helping** that person make a smart decision about becoming his/her client. Do not assume that the potential clients do not need you to help them make this very important choice to hire you. Selling skills help you help them buy your professional service.

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