

Talking to Prospects By Josh Spencer on Wednesday, November 20, 2013 at 9:08am

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PW- tntraining28

This seems to be one of the biggest problem areas for coaches, but once you understand how to do it properly, it becomes VERY EASY to sign up coaches! In all honesty, I would say that about 99% of the people I talk to over the phone ends up signing up as a coach. Why? Passion, belief, and showing the prospect that it's a PRIVILEGE to join my team!

Tips:

- Get the prospect on the phone! Never go into detail about coaching over a message.
- Talk about their fitness first, ask about their results and if they have any questions about anything regarding their results. Congratulate them on the progress they've made, and let them know how proud you are of them. Ask them what they plan on doing next? Could be a great way to introduce a Challenge Pack when going through the sign up process.
- Next, only go over what they want to know regarding coaching. Too many coaches spew information on the prospect, leading to information overload, and makes them second guess signing up. Just ask them, "What questions do you have about the business?" Sometimes it's one question before they make a decision or sometimes it's more, but usually it's only a few. VERY IMPORTANT! They will learn the rest after they get signed up.
- Relax and BE CONFIDENT! If the prospect senses nervousness or lack of confidence, they may second guess your intentions or the opportunity.
- BE YOU! Just like anything else, just be you. Don't try to act professional or someone you're not. Again, people can sense that.
- Keep prospecting calls to 15 minutes. Usually mine are 10-15, sometimes less. It's very rare I talk to a prospect for 30 minutes.

Hillary's Tips

The best part about learning from 2 Top Coaches, you get to learn 2 different styles.

Josh and I do this business very similar in many ways, but they are also some key things we do a little different.

I will get on the phone with prospects YES... But I first send them info first. I go through a sort of 5 step of sorts first, before we chat, and sometimes I am signing them up without even getting on the phone, of course never leave out that option it can be what seals the deal, especially if they have questions.

If they are just asking about what coaching is and want to know more info, i will send them this teaser video.

You do not need to be at your goal to do this, is plays a HUGE part in my own accountability!

I would say Coaching is about helping people get healthy, some people want to get a discount on our products... Others may want to earn a little \$\$ to pay for theirs, OR others Like me... want to grow a full time income.

I don't PUKE!!!

<http://youtu.be/fPhGRcc1RCk>

Or this... doesn't give all the details but creates some excitement about what we do.

<http://youtu.be/HirY6rQI37Q>

If they want more info, depending on where they are at... I will schedule a call, or send them my business presentation first, it can answer lots of questions on becoming a coach.

<http://youtu.be/i6oQc802iM8>

Getting them on the phone, like Josh said, will help you to guide them at the sign up process making sure they get started with the right tools, of course a challenge pack... Best Deal, hands down... NO BRAINER!

HAPPY PROSPECTING!!!!

Mike's Tips

The best part about learning from 3 Top Coaches, you get to learn 3 different styles. You already have some fantastic tips from Josh and Hillary so i'll add some underlying thoughts that will help with the strategies at hand. I'll also include some frame work for chit chat. I really like Josh's straight forward approach as it's direct, efficient and a time saver. I really like Hillary's approach as it's got some automation to it. i.e.. she's got them getting informed about the business via a recorded webinar. I've seen some coaches make very simple yet effective youtube videos that's them explaining the challenge or their team. Use her webinar video or make one, but either way don't delay!

First and foremost, you have to understand that you're not in the fitness business or real estate or health care, etc, you're all in the PERSONAL RELATIONSHIP business! Fitness and nutrition happen to be our delivery system. If you can take one thing away from what I know, it's that all the things i've learned while being a Team Beachbody coach, have made every other aspect of my life better. If I went into any other field, I guarantee i'll excel at that too. Please don't think this is me being cooky, because it's absolutely not. It helps you remember that like Josh said, you are doing them a favor, not the other way around.

That mindset is what has to be prevalent when communicating. Your passion, your heart, your belief all comes with this hand in hand.

Having said that, my specialty is people and getting to know them, making friends and establishing rapport and trust.

A KEY point to make: Facts tell and stories sell! People don't buy what you do, they buy why you do it! (burn this in your brain right now please!)

To do this, it's obviously being genuine in that, but it's about mastering the art of chit chat. No more can anyone say i'm only good at talking in person or only behind a computer. Enough with the excuses. If you want this bad enough, you'll practice over and over and over, fail, succeed, fail, fail, succeed and you will become successful!

Every conversation starts with a smile and a hello. If you're online, I sure hope your profile pic represents that feeling as well as your positive tone in what you write, share, and post.

In person, i'll typically just greet someone with a smile, hello, and am a tad upbeat. Not over the top for sure, just not bland or middle of the road. You want to make a good impression and for them to remember you.

Before you get caught up in what I say, you really need to be concerned about HOW you say it. People won't remember most of what you said, but they will surely remember how you made them feel. If you come off sheepish and shy, they may not remember you at all.

When Josh explained his airplane conversation in bootcamp, it's a flawless exchange between two people. But look at what he did. He asked questions. YOU need to get good at asking questions! If the other person is a home builder, ask them questions about that. You don't have to know anything about building anything to ask questions (just fyi-when i ran my brothers sports shop, i learned how to build customer homes without ever having built a home. I've since built two that were amazing! This was all from having great chit chat and being genuinely interested in them).

Think about what Josh wrote in those questions. Write that down. You want leading questions. You're interviewing them somewhat. Think about this, if they join your business, you're potentially going to work together for the next number of years. I like to bring people on my team who i'd invite over for dinner. If I don't want to do that or I feel hesitant, they likely aren't a fit for my team.

I wholeheartedly believe that everyone needs what we have, but it's not everyone's time to say yes. A no just means, not right now. You want to make some notes on their file or on your prospect list and revisit them later as most people's situations change!

If you have someone who's done well in your challenge, it's a super easy conversation as you've already worked together a fair amount, established rapport and relationship. Then I compliment them on what a great job they've done and ask if this has come up in conversation somewhere, what they're doing with the workouts. Invariably, you always get a yes. "Then you're doing what i'm doing, you just aren't getting paid for it!" That's how I was recruited as were many other top coaches.

Everyone wants to be healthier and look better and make more money. Look around at the state of people. They really do need us!

In case you need more help on conversation basics, here's a bit on what I do.

I like to FORM people casually. I want to know about their Family, Occupation, and Recreation then deliver a Message.

Family: Everyone's favorite topic is themselves and their kids so this is easy. "oh are these your kids? That's great! How old are they? What are they into? Are you in sports leagues other times of the year? Where do they go to school?" Next thing you know, you have a great feel and understanding for their life. Other questions are Do you live around here? Do you have kids? How old are they? Boys or girls? Are you married? How long? These questions get the person to talking about themselves and give you a chance to learn about them. You can also share your answers for some of these same questions as you don't want a linear conversation but at the same time you want to stay in control of the conversation.

Occupation-"Hey so what do you do in the area?" The funny thing is that people tend to drop a bit from the passion in talking about their family, down into work. Not many people like what they do as much as they love their kids (lol) so it shows here. It also shows their weakness in believing in what they do quite often. The stats are 4 out of 5 North American's don't like their job. So 8 out of 10 people you talk to are unhappy with their work. HELLO! They NEED this, but they don't know it yet. It's up to YOU to relate the material to them, to relate how this will change their life for the better.

Re jobs, there are a million versions of the same story. People love what they do but hate their commute. People love what they do but don't get paid much. People love what they do but their boss is a drunken tyrant. People hate what they do but the pay is great. People are doing something that is simply unfulfilling.

Cops, Military, Teachers, Nurses are all underpaid. Correctional Officers are surrounded (literally) by dirtbags more than they will be around their children's entire childhood. WTH? Is that somehow OK? Is that acceptable for some reason? My attorney friends are all over the board in this story. How do I know? I chit chatted with them and asked lots of good questions.

Did you know in Kern County (SoCal) a District Attorney at a level five pay grade (the highest pay grade possible) maxes out at \$125K per year? They have to have a minimum of 8 years in with a great track record to attain this. That's horrible. Did you know a Public Defender in the same county maxes out at \$7K per month? Both of these people are working with dirtbags on one side of the aisle or the other. Ever wanted to try a murder case? How will that affect you? A senior partner in a large law firm here maxes out at app \$325/350K after a good 7-10 years of kicking tail for that firm. I made that in my first three years as a BeachBody coach (annually) and I have no Law degree or a masters, in fact, I don't have a college degree. (before you run for the hills, neither does Bill Gates or Mark Zuckerberg)

A single income family with a teaching professional who has 2 children is nearly living in poverty. Again, WTH?

I bring all this up because YOU need a stronger mindset in believing in what it is we are doing. I don't care if you already feel awesome about it, feel even more awesome about it. Seriously. You could run a presidential campaign on what we do, job creation and health care!

Recreation: Now then, you've found out about their family and their work, next is, "SO, what have you been doing for fun?" And you say this with a step up in inflection. You want to lighten the mood after the work talk. From my experience, 98% of the conversations i've had, rarely have an upbeat work talk. You don't even have to ask what they like or dislike about their job as they tend to unload it freely.

When I ask, "SO, what have you been doing for fun?" often times people don't know how to answer this. I don't leave them hanging there, i'll ask if they've been playing tennis or riding bikes. Note that I did NOT ask them if they've read any good books or seen any great movies lately regardless of how much I love those two things. I'm leading the conversation here).

If they haven't been doing anything for fun, then i'll say, "hey you should join me and some friends in my challenge" If they have been doing things like a runner or cyclist, i'll ask what they do to recover. You'll know what they know about nutrition in about 20 seconds. Typically, they don't know much. I'll lead with how recovery drink restores your glycogen levels right away, the root of your body's energy, making it much easier to ride again tomorrow or run again tomorrow but with some zing in your stride. Then I say hey as awesome as that is, you will be blown away with Shakeology. The nutrient levels make me feel awesome and I can ride longer without issue or hunger pains. (i'm adding significant value to their lives right here). Then I talk about the challenge.

Message: This may be where I tell them a story that relates to them. You need to be aware of other coaches and customers success stories. You may share a single mom story with a single mom. You may share a stay at home dad story with a stay at home dad. You get my point here. Match people up. If you're in a hurry to get out of their, then say, "Hey, It was great chatting with you! I have to get going, but from everything you shared, I can't help but think you need to look at what we do. I don't know, all I know is you should check this out!" Sometimes, i'll talk to them and recap their story a bit, share how important all those goals and dreams are or that they must really want to change that situation to alleviate the bad commute, horrible boss, actually see their kids sometimes.

There are many ways you can go here, but you want to be direct and sincere.