

# The 7 F's of Strategy Sessions

## **Filter**

Your time and your confidence are the most valuable things in your coaching business. Many coaches find themselves continually booking "complimentary" strategy sessions, only to find their prospects aren't qualified, either based on commitment or finances, to take advantage of their programs. Even worse, many prospects may cancel the session at the last minute, or just not show at all. This can lead to frustration and discouragement. The simple solution is to create a strategy to filter out people who aren't willing to commit or invest in themselves. I recommend two levels of filters.

1. *Incorporate an application process for you strategy sessions. This will allow you to get a feel of the prospect and their goals before the call. I make sure to include a question around the amount a prospect annually invests in their personal development.*
2. *Incorporate a fee for the session. I suggest a risk-free deposit, which is completely refundable at the end of the session if the client does not feel they received the value. If the client is a fit, I will also apply this deposit*

*to a program we mutually decide is a fit.*

## **Frame for authority**

Your prospect must see you as an authority even before the strategy session. One way to accomplish this is by implementing the filtering process suggested above. An additional way is to clearly state to the prospect that you will be having a formal strategy session. This avoids any confusion around the call being "just to chat" and clearly positions you as the service provider.

## **Frame for the offer**

Selling is one of the greatest fears for many coaches. This is based on the uncertainty of how the prospect will respond to an offer at the end of the session. This uncertainty can be nearly eliminated if you frame the call properly from the start. I encourage an approach similar to this: At the beginning of the session state "*Over the next 60 minutes, my goal is to support you and to ensure you leave this session with tools and strategies that you*

*can implement right away. After the 60 minutes, if we both feel we are a fit and I can support you in accomplishing your goals, I may invite you to join one of my programs. Is that fair?"* This approach allows you to get permission to make the offer, eliminating any risk of surprise from the prospect.

## **Focus on the process**

It is very tempting to share every strategy you have with you prospect in the name of service. The problem with this is most clients will be overwhelmed with the information, and are actually less likely to implement your recommendations. Instead, take the time to clearly understand the prospects challenges and goals. Once these are clear (I suggest summarizing what the client says to ensure clarity), give them two or three specific tools or strategies that they can implement easily, and then focus on the process of guidance and support you will provide to ensure they stay on track to achieving their goals. This approach gives them massive

value, while showing them the benefit of having your support over the long-term.

### **Facilitate opportunity**

When the session hits the 60-minute mark (it's okay to go a bit over), start by recapping the prospects goals and their commitment to achieving them. Ask them where they see themselves in the next 5 years with the proper support to achieve their goals. Follow this by asking where they see themselves in that same timeframe without the proper support. Finally confirm how committed they are to making the first scenario their reality.

### **Forfeit your assumptions**

When it comes to making offers, we all tend to make assumptions about what our prospect can afford. We worry that if we offer a program out of their price range, we could lose the prospect. On the other hand, if we under charge, we could be leaving money on the table. Here is a simple, and highly effective solution for this: Always offer the highest level of service that is

appropriate for the prospect to achieve the greatest and fastest results. Make that single offer. After you uncover the objections, handle those specific to that current offer. If the offer is just not the right fit, simply move on to the next best level of support. If you have 3 levels of support to offer, many clients will land in the middle level.

### **Friends & colleagues**

Based on the structure above, you will either make the sale, or not. Do not be attached to the outcome. After the decision is clear, simply ask if they know of anyone who may benefit from your services. If you made the sale, the client is at the height of their excitement, and is likely open to offering a referral. If you did not make the sale, you still provided great value, and the prospect is likely still open to referring you to someone who may be a better fit.

Remember; do not be attached to the outcome. You will not close every client. In fact, you should not even be making offers to prospects

that you don't truly feel connected with. Protect your time and your energy by implementing this framework and you will quickly find a greater level of trust being formed, and a higher number of new ideal clients.

*Get Uncomfortable. Get Results.*

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