

The Coaches DISCOVERY CALL CHEAT SHEET



THE PURPOSE OF THE CALL

It isn't to coach them for free! It's to see if the two of you are the right fit to work together.



HOW LONG SHOULD THE CALL BE?

The call should be about 30 minutes long - Keep it short, sweet and to the point!

BREAKDOWN OF THE DISCOVERY CALL

1

Make A Connection And Set The Tone

Let them know that they're in a safe place, and that anything that you discuss on the call will be kept confidential.

"I'm so excited to be speaking with you today! I'm going to be asking you some deep questions about your _____ (business, life, etc)"

2

Find Out Where They're At

If you don't know where they're at, you won't be able to help them!

"Tell me more about your _____ at the moment"

3

Discover Their Dreams

You want to get the person excited, to give them hope.

"If you could snap your fingers and have anything that you want in your _____ in the next year, what would it be?"
(Ask them to be specific and give as much detail as possible!)

4

Identify Their Challenges

Something has been holding them back, now you want to dig down and find out what it is.

"What's been keeping you from achieving this so far?"

5

Give Them Permission To Dream

This brings it back to an optimistic outlook. You want them to know that they can achieve what they desire.

"If you could overcome _____, what would this do for you?"
(resist the urge to talk, hear them out!)

6

Get Them To Acknowledge That They Need Help

They want help, or they wouldn't have agreed to do the call in the first place!

"Are you interested in getting help to achieve these goals?"

7

Transition To Your Offer

"Are you ready to hear how I can help you achieve _____?"

If you don't get a "Yes", find out what the objection is & address it!



Want to **GROW** your coaching business?

Contact

Marc Mawhinney

at Marc@NaturalBornCoaches.com today!