Chapter 16

Enrollment Calls

Aim for service and success will follow.

~ Albert Schweitzer

Anatomy of an Enrollment Call
Kamin

When I first got into coaching, I learned to give "discovery calls" in which the coach spends the first 25 minutes of an initial call listening for the potential client's pain points, then using some form of the question, "What would it be worth for you to solve those issues?" Without providing any coaching, the coach then shares their program and fees … but wait … there is a significant discount if they sign up right then or that day.

That works for some. However, having been on the receiving end of that tactic, and succumbed by signing up for programs myself, it just never felt good to me. As a coach, it felt like I was lying in wait, ready to pounce on the unsuspecting victim.

As I mentioned in the first part of Chapter 5, Stair-Stepping, I spent over six months at the beginning of coaching with Steve unlearning that model. I'd gravitated to Steve because *The Prosperous Coach* was all about serving first and giving people an experience of coaching so they have a true sense of what it would be like on the coaching journey.

As I studied *The Prosperous Coach* and its service model, I began to get so present in initial conversations with someone that when I'd get to the end of a call and say either, "Are you complete?" from *The Prosperous Coach*, or what felt truer to me, "Was this helpful?"

If they did ask what it would look like to work with me, I would stumble saying my fees and programs. I realized I had to develop a process that I could call on if someone asked about my services.

The Anatomy of an Enrollment Call became that process that I've shared with clients over the years. This comes after the conversation and if they ask what it might look like to work with me. I practiced this until it became part of my automatic processing such that if you awakened me at 2 am and asked about working together, I would say my programs and fees without hesitation.

Practice allowed me to be so present in the conversation and really serve the person I was with, quieting my ego that seemed to be overly invested in me getting clients. This also allowed for deep listening in the session such that I could hear and capture in my notes other issues or complaints the individual had that we might work on *if* we were to work together over time.

As a coach of coaches, I was surprised to learn that many coaching schools were not teaching students what to listen for during that first call such that they could articulate clearly for the potential client what they could help them with if they were to hire them.

Here is how I end a conversation with a potential client if they ask about fees, programs, etc. This is just an example — there are many possible variations based on the moment. Words in italics are me talking to them and the other words are context and defining the process.

- *Was this time helpful?* The client may say, "Yes, thank you so much. What are your fees?"
- *Is that something you'd like to know more about?* I'm confirming that I have their permission … which they say yes to.
- *Well as we were talking here are some things I heard that we might work on IF we were to work together:*
    - *I heard you mention that you're feeling like you're hustling all the time trying to get clients.*
    - *I also heard that you really want to grow your business but you're exhausted and feel like you don't know who to talk to.*
    - *And, you said that you love to write and you'd like to do more of that but you don't know how it fits in your business. Is that true?*
- I then stop and listen for agreement or correction, without attachment to being right about anything.
- *Now those are things I can see us working on. If we were to work together and I mean IF, what else might you want to work on?* When I say IF, it's not a tactic. I really mean if without assumption, attachment or otherwise. I really want to be neutral. This IF also helps to calm my ego that might want to move to a hard sell, which is not what I want to have happen. I am just listening and capturing what they say.

- *Thank you so much for sharing. So given what we've discussed, here's what I see for you. There are three (or two) ways people work with me.* I then share those three programs and the fees.

At this point they could be in several different states, from shocked to thinking I'm not charging enough. I've experienced it all. Regardless, it's all about service so I just return to listening and thoughtfully responding.

In most cases, people are not ready to sign up right then. They just may not have enough information yet. Steve has shared that one reason people don't hire us isn't because they don't believe in us, it's that they don't believe in themselves. They have tried so many things over the years that haven't worked. How do I address that? In nearly every initial conversation, I give homework and schedule a follow-up call.

The follow-up call serves a few purposes. First, to see how they did with the homework assigned. It's a coaching call and I'm checking for openness, coachability, follow through, etc. Second, I also want them to have the experience of working with me just like if we were coaching together going forward.

Lastly, it's an opportunity for them to ask questions about my services, payment, and anything else that might be on their mind.

If they are not ready to sign up at that time for whatever reason, I thank them and ask them to keep in touch on what we worked together on. I love celebrating with them. I put their notes into a "Not Yet" folder for me to follow up on in the future. And, I have a new story of how I helped or served someone.

If they're a yes, we schedule our calls, discuss payment, I give them homework, and then off we go right into our program.

Now, do all my conversations go exactly like this? No. But having this framework in my automatic processing means that I can call on and create variations of this because it's resident within me allowing me to be present and serve.

I hope this was useful. Test it!