



# **THE COACHES ULTIMATE TRANSFORMATION BLUEPRINT**

**STEPHANIECHUNG**

# A Blueprint for Increasing Your Client List

Remember that famous line from Glengarry Glen Ross...

“Put. That coffee. Down. Coffee’s for closers only.”

Not in sales, you say? Well, whether you like it or not, a large part of making your coaching business grow is based around selling. You are not only just a coach but a sales professional, and this blueprint will help you tap into your inner sales ability and take your coaching program to the next level!

You have a tough job. Daily, you have to find new potential clients to keep your business running & growing.

But part of that speech by Blake (played by Alec Baldwin) is based in truth. The sales people were blaming the leads, and Blake was calling them out on that as the issue. Often it isn’t the strength of the leads that is the problem, but the behaviors to close them.

I come from an industry of private aviation sales (Yes, selling to people who own their own planes). We didn’t have an endless supply of leads. We had to find a way to be strategic and driven. Doing things differently than others allowed me to lead a high performance team within the private jet industry that generated \$800M in revenue. (Yes, that deserves a “Whoo hoo!”)

## **Follow along with my blueprint so you too can surpass your goals for growing your client list:**

### **1. Be disciplined about performing daily behaviors based in reality.**

Anyone can blindly work each day and be “busy.” It is more effective of course to be productive. Run your numbers to determine how many leads to phone calls/emails to sales calls to in-person appointments you need in order to achieve your sales goals for the month. Divide that number by 20 days, giving yourself a little room for flexibility, and then shoot to achieve 120% of that goal daily.

#### **Pull your stats from last month:**

- A.** Prospect Calls / Emails sent out last month: \_\_\_\_\_
- B.** Number of appointments scheduled as a result: \_\_\_\_\_
- C.** Number of new clients closed made as a result: \_\_\_\_\_

Take (A) and divide by 20 = This will give you the number of sales calls and emails to shoot for daily. To increase your sales, shoot for 120% of this goal.

## 2. Track Your Actions.

Just like a nutritionist has their clients keep a food journal as a way to stay accountable, you too should track your daily behaviors. Before you end each work day, write down the behaviors you accomplished and the results they brought.

| Action | Outcome |
|--------|---------|
|        |         |

## 3. Be Informed.

Your prospect has researched you ahead of time. In fact, 87% of your prospects have already researched you and/or your prospects, programs and services before you showed up. They've gone to your website, researched your product and talked to their friends and family for their opinions. Do your homework before you show up to have a conversation to know the most you can. Not only will this help to prepare you, but it will show the prospect that you are taking this seriously – and that goes a long way in building trust. And once you are there, be actively engaged in what your prospect has to say.

### Steps to being better informed:

- Know your products, programs and services well and those of your competitors. It sounds obvious but is often overlooked by the sales professional. You don't want your prospect to be better informed than you are on their options.
- Before your sales appointment, become well educated. Check out your prospect on LinkedIn. See if you have any mutual connections and ask those connections for insights on your prospect.

- In addition, run a search of your prospect's name and/or company. Click on each tab Google offers, from listings of their website, to news articles written, to videos they may have out on the web, click your way to being better informed.
- Show up with active listening ears. At the end of the day, sales is about relationships. Instead of allowing your mind to wander to other things as your prospect speaks, be 100% focused on what the person is saying and the essence of what the person is saying. It is not just hearing them but looking at their visual clues as well that will help you offer the best product or program to meet your prospects' needs. You want to add value to the conversation and go beyond being a talking website by listening and finding a solution to solve their pain points.

#### **4. Become Obsessed with the “So What”**

A lot of times as sales professionals we can become too high on our own products, rattling off features and benefits that mean nothing to our prospects. I relate this to commercials for skin creams. Often they are touting their vitamins of A, K or E or that they are full of “Peptides.” I have no idea what any of that is. I care instead if it will prevent me from getting wrinkles!

Become focused on the question of “So what.” As in, why would your prospect care? Before you jump into how “AMAZING” what you have to sell is, you have to ask yourself “So what” to make sure you are focused on the buyer. What can your product or service do for them that can make their lives better? Be disciplined with this behavior.

#### **5. Be An Expert In Your Craft**

It's not enough to be a “people person” or “have the gift of gab.” Sales is a profession, and as with all honorable professions you need to be trained and then master the skill. School's never out for the pro. You wouldn't go to a dentist with no teeth. Put in the time and practice your skill set until you have mastered the art of selling your coaching program!

Congratulations on taking the first step in achieving a pinnacle level of sales success. To determine what else you can do to bring your sales to the next level, click here to apply for a complimentary Sales Strategy Call. (\$500 value)

**APPLY NOW**



## Meet Coach Stephanie Chung

Based in Dallas, Texas, Stephanie Chung offers sales coaching, sales training, and executive mentorship services nationwide that help you work smarter, not harder. As a former sales executive in the aviation and private jet industry, Stephanie has mastered the art of high-ticket selling and has mentored, coached and developed some of the highest paid, most elite, sales professionals in the country. Serving business leaders, sales executives, and sales professionals, Stephanie Chung uses her proven executive coaching and sales training expertise to get the job done. Chung is an executive coach, trainer, speaker and advisor backed by more than 30 years of team management, business development, and sales leadership experience. She counsels business owners, corporate executives and sales professionals in a diverse array of strategies and tactics that ensure success.

- High-Ticket Sales Closer
- Sales Training Expert
- Elite Executive Coach
- Small Business Mentor
- Team Management Specialist
- Keynote Speaker & Presenter