

Client Consultation Script

Free consultations are a great way to attract clients for your coaching business. You can then decide whether to work with prospects based on THEIR suitability.

This script outlines a highly effective free consultation process. You can use it as a guide for calls or face-to-face conversations. By doing so, you will have a general structure for this type of session. That way, you can best manage the time and energy exchange of each free consultation.

Below is a word for word example of how to run a successful free consultation call. I've added in headers that explain the purpose of each step. Bullet points are used to identify alternative things you might say. The * symbol will denote your client's response.

Free Consultation Script Example

Build Rapport

Welcome! I am (YOUR NAME). It is my pleasure to be your coach today. This discovery call with you is going to be so exciting. And your name is (CLIENT'S NAME), correct?

*

Can I call you by that name, or do you prefer something else?

*

It is wonderful to connect with you today and begin a new journey of transformation. You scheduled this call to discuss (ex. improving your business). But I want to make sure you get the most out of this.

Therefore, feel free to ask me anything on this discovery call. My goal is for us both to be extremely at ease here.

At the moment, we do not have a coaching relationship. Yet, I would like to continue this conversation as though we do. By doing so, I can be completely honest, open, and truthful. I would expect the same from you as well. Would that be okay with you?"

*

Establish The Agenda

My goal in this call as your coach is to accomplish three major things. Firstly, I want to ensure that all of your questions are answered. In addition, I want to see if you are right for the program and that it fits you as well.

My program is not open to everyone I speak with. Many times, it is just not a good match and will only waste a lot of time, money, and effort.

The third goal of my coaching is to help you make a clear decision, yes or no. I would love to hear a definite yes if the program is a great match for you

However, if it's no, that's okay with me. I totally understand. I don't want you to hang in indecision, though. This usually means I haven't provided you with enough information. Or, I didn't help you sufficiently to arrive at that "yes or no" decision.

No matter what, I want to make sure you get enormous value out of this call. For consultations like this, I find it best to ask questions about you, your _____ (business), where it is today, your goals and vision. What do you think of that?

*

Explore The Current Situation

Let me know a little about you before we get started. What is your current business and how did you get started?

*

How long has your business been in operation?

*

I would like to know what brought you here today. Why did you decide to get on this call with me?

*

Okay, I understand. (Below are some other questions you could ask)

- *Could you tell me why you wanted/agreed to schedule this discovery call?*
- *In today's call, what do you hope to accomplish?*

In the next step, I'd like to ask you more in-depth questions about your coaching goals.

Uncover And Build Desires

Is there something you need specific guidance, motivation, or reinforcement to achieve right now?

*

I see. How would your business progress as a result of accomplishing that?

*

Make sure to build up desire, with questions like:

- And what would that mean for you?
- What else would happen?
- What else?
- Who else would benefit from this?
- And how would all that, together, make you feel (important question - make a note)?
- What would be the most important part of accomplishing (CLIENT'S GOAL)?
- Why is that the most important thing?

- etc.

Expose The Pain

For this call, I would like for us to get REALLY clear and honest about the numbers that are relevant to your business.

What is the number of new clients you have coming on board each month and how many would you like to have, if your business could scale? Please be as specific as possible.

*

What is the value of each sale or client to your business in terms of revenue?

I understand. So then, with just simple calculations we can see that keeping this issue unsolved actually COSTS you _____ per month. Multiply it by 12 months, which gives you _____ over the course of a year.

(PAUSE)

What does that feel like?

*

And, just curious, besides the money, what else is this costing you-really?

*

Dig deeper, for example:

- What else?
- And what else?
- How does all this affect your family?
- What about you, emotionally?
- How about your peace of mind, what is the result of going through this month after month?
- Etc. (use your own judgment and what you have already uncovered)

Check For Commitment And Urgency

This is quite enlightening, isn't it? How important is it to you, then, to resolve this issue on a scale of 1-10, with 10 being the highest level of motivation possible?

*

You want to get a solid 9 or 10. If the client is VERY low, like 3, 4, 5, they are comfortable with the problem and therefore won't genuinely do anything to solve it. It's a bad client. Close the call as quickly and politely as possible, then move on.

If you get a 6. 7. 8. Ask why it's not a 10, given the circumstances, or what is "really" in the way of making that a 10, if they did know. This will open up a small hindrance that you may be able to pause and help them through or "reframe." If you get a strong 9 or 10, move forward.

OKay, great. I can understand how you feel. But there's still great news. I would now like to invite you into a special program of mine. This is what I believe will work best for you, concerning all the things we've talked about. Here's how it is structured.

It is indeed very possible to stop being held back by (CLIENT'S BIGGEST PAINS) and to, instead, start having (CLIENT'S GREATEST DESIRES), and all of it in abundance. Here's how you can do it.

To help you achieve (PROGRAM SPECIFIC RESULTS), I created (YOUR COACHING PROGRAM). The objective of it is to allow you to (LIST YOUR CLIENT'S GOALS).

At this point, you can go into some of how you achieve those goals with the program. But explain too much, just enough to boost the excitement level of your prospect. Go lightly on technique, then heavy on benefits.

Does this sound like what you're Looking for?"

*

Again, either get that solid “YES,” or help your prospect get there if possible.
If the prospect gives the affirmative, move forward.

Amplify Desire And Urgency

Great. And how important is it for you to reduce the amount of time you spend on (LIST CHALLENGES)?

*

Now, imagine if you could achieve ALL the results we discussed in almost an unbelievably short time. With shortcuts and proven techniques, you can maximize your (business). You don't have to invent something brand new, just apply a strategy that works.

And the great thing is, my area of expertise is (LIST YOUR SKILLS). And I know what you want is (RECAP CLIENT'S GOALS).

In order to get all this done as quickly as we do in the program, the normal price is (HIGH #). But if you're REALLY serious, ready to achieve all those things we discussed, and are willing to move forward today, I have a special form of pricing for action takers. If you decide to move forward on today's call, I'll take (BIG AMOUNT) off the investment, making it (STILL HIGH TICKET PRICE).

[At this point. Be QUIET. Don't say A WORD until the client does]

Enroll Them Into The Program

If necessary, you can address any last-minute concerns or hesitations at this point. When people answer YES, it's time to collect their enrollment information. Ideally, this should happen on the first call. In some cases, it takes place a day or two later. The prospect may need to check with his/her partner, or find the money somewhere.

- It would be beneficial for you to have a merchant account that can accept credit cards. Take down all of their financial details while you are still on the phone. If possible, process the entire payment during

that call. If you don't have a merchant account you have several other options:

- The moment you wrap up the call, send them an invoice via PayPal.
- Ask for a check and wait for it to clear before starting the work.
- They should pay the full amount or first installment as soon as possible. This way, you don't have to wait around to get paid and follow up on them.
- Thank the prospect and let him/her know exactly what to expect next (ex. Welcome email, pdf, audio downloads, scheduling link, resources).
- It's best to get your first coaching call scheduled during this time as well. That way, they know exactly when everything will start and will be looking forward to it.
- Tell the prospect how excited you are to be working with him/her. It is important that they are also thrilled about this decision. Don't hang up until you FEEL the enthusiasm. You may have to help the prospect overcome a few last minute fears or concerns.
- Before you wrap up the call, ask if they have any other questions or if you can help in some other way.
- Close the call! Make sure to provide all your contact details.