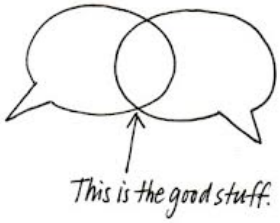
A Fresh Perspective

Our Mission is to help you achieve your vision of success.

Love 'em & Lead 'em

Week 4

Coaching Conversations



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Coaching Conversations

Preparation plays an important role in the success of your one-on-one coaching conversations.

- The person you are coaching should fill in the *Critique Your Week* form before calling you.
- You have a folder or binder tab with her *Coaching Calendars* to take notes on her business activity.
- Coaching is a two-way street. Being on time for the phone call and prepared to talk about the details if her business indicates that she cares about her business. You do your part by listening and guiding. Your coaching helps her avoid potholes on the journey.
- The information you gather helps you analyze your business and plan for the future.

Each Coaching Call is a Discovery Process

- You ask open-ended questions.
- Catch her doing something right!
- Use the *Critique Your Week* form as a guide for the questions you ask.
- “Celebrate and Fix.”

Go over each party she held one at a time. Here are some sample questions to get you started:

"Let’s go over the details of _____’s party first. “

✓ *" How many were invited?"*

✓ *"How many guests were there?”*

✓ *"How were the guests invited?”*

✓ *“How many outside orders did your host have before the party?”*

✓ *"What were the sales of the party?" “Is the party still open?”*

✓ *"What are the names of your future hostesses. What are their party dates?”*

✓ *“Did you notice any green flags that someone might be interested in the business opportunity?”*

✓ *"What went well at this party?"*

✓ *“What could have gone better?”*

"Overall, how do you feel about your business right now?”

“What would you like to focus on for next week?"

Caution: Don’t try to “fix” everything on one call. Pick the area you feel is most important or ask her, “*What skill would you like to work on improving this week*?”

Troubleshooting

Here are some things to consider if your team member is having one of these problems:

Consistently low sales:
- Inquire about her host coaching.
- Find out if she is goal-setting with her host.
- Find out if she is making the party interactive and fun.
- Is she paying personal attention to each guest during the order process?

Small attendance:
- Ask if she is helping her host develop her guest list.
- How is the invitation process is being handled?
- Is she coaching for three to four times as many guests to be invited as she hopes will attend?
- Is she making sure the host is inviting personally and asking, *“Can you come?”*
- Who is sending the invitations and making the reminder calls?

Not getting many bookings:
- Does she know how to coach for a pre-arranged booking?
- Find out how she is building rapport with the guests.
- Ask her whether she would want to book with her.
- Ask how she feels about offering people the opportunity to book a party.
- Is she treating each guest to individual attention and offering her Open Dates Sheet?

Not recognizing green flags:
- Is she listening before, during and after the party to identify interests and needs?
- Does she know that not all green flags sound positive?

Not getting many recruit prospects:
- Is she telling her “WHY Story” in a compelling way?
- Find out if she goes to the party prepared with plenty of business information.
- Ask about how she is inviting her hostess to consider joining her in the business.
- How is she using visuals at her party?
- Is she inviting every guest to find out more?

Small average guest order:
- Ask her if she is mentioning gift ideas during her presentation.
- How is she encouraging add-on sales when she total the guest’s order?
- Find out her comfort level with cross-selling.
- Ask if she is offering a large order incentive.

She is not hitting her goal:
- Ask whether her goal has changed or if she has hit an obstacle she doesn’t know how to handle.
- Give her permission to change her goal if that’s what she really wants.
- Find out if she would like to make a new action plan.

Handling Difficult Situations

Inevitably, you will experience challenges and difficult situations as your group grows. Problem situations often do not indicate **problem people**. A problem usually arises when someone is struggling.

One-on-one Challenges

Individual challenges are best addressed through one-on-one coaching. When you begin a coaching relationship with a new person, remember to ask, *"If you start to get off track, how do you want me to handle it?"* Her answer will give you your cue of how to begin the conversation.

Business Skill Problems

- "Inoculate" against common problems. Let your teammate know that the "learning curve" for generating high sales, lots of bookings and recruiting prospects is real. Tell her that you will monitor these areas carefully and coach on them often.
- Identify the specific problem area(s). Handle one problem at a time.
- Assume your teammate wants a solution. Invite her to be part of the solution rather than lecturing her. Don't overwhelm her with a long list of alternatives.
- Encourage an "apprentice mentality." Invite her to observe you and other successful people often. She will assimilate the knowledge at her own rate.

"Head or Heart" Problems

- Remind your teammate of her goals. Ask, *"Have your goals changed, or is something getting in your way?"* Sometimes what appears to be "lack of will" is really "lack of skill."
- Give your teammate permission to change her mind about her goals and be honest with you. Thank her for being honest and work out a new strategy with her.
- When "life gets in the way," go back to the calendar with your teammate. Help her block the appropriate amount of time necessary to achieve her goals. Ask her to check in often to make sure she stays on track.

A lack of skill may often appear to be a lack of will!

Listen Between the Lines

When someone communicates indirectly – through words and/or actions – you have to "translate." These "unspoken words" can signal insecurity, frustration or a cry for HELP!

Action Steps:

1. **Understand** the issue.
2. Identify the **specific area** of concern.
3. **Demonstrate your belief** that she can succeed.
4. **Develop** an action plan with specific action steps **together**.
5. **Inspect what you expect**.

Keys to Adult Learning

To help your people benefit fully from your training and coaching, remember these keys to adult learning.

- **Relate new information to things your new team member already knows.** For example, you might compare starting a business to learning to drive a car. At first, you have to think about every move you make. With practice, you develop skill and confidence…and the freedom and flexibility behind the wheel makes the stress of learning worthwhile.

- **Don’t overwhelm your team member** by trying to cover everything at once. Teach information in “bite-sized” chunks. When people feel overwhelmed with too much information, they don’t remember anything. Try saying, *“I don’t expect you to remember everything the first time you hear it. We can return to this topic whenever you want.”*

- **Adults learn by practicing.** Encourage your teammate to begin “practicing” right away to develop skill and overcome fear.

- **Illustrate key points with stories and testimonials.** People remember stories better than they remember statistics.

- **Inject fun and humor.** People learn better when they laugh!

- **Offer opportunities to learn in different ways.** People have different learning styles. Include opportunities to see, hear and do.

- **Follow up!** New skills have to be reinforced. Monitor progress, offer extra assistance as needed, and recognize success.

- **Focus on building positive relationships.** The positive relationships that your team members have with you and with others in your group will help them keep going when the going gets rough!

Coaching Guidelines

Many Leaders send a "Welcome Letter" or "Coaching Guidelines" to the people they will be coaching. This letter gives the leader the opportunity to set the tone for the business relationship and outline expectations in writing.

If you choose to send a letter, it should be a reflection of your style and personality. Several very successful leaders sent me their letters*, so rather than send just one, I thought it would be more helpful if I sent you a couple of examples so that you can customize your own letter.

Elements to include:

- A paragraph that sets the tone
- Details – your name, the time of the coaching call and the phone number to call
- How it works – what you expect of her and what she can expect of you
- The WIIFM – what should she expect to gain from investing this time
- Anticipation and inoculation – experiences of other people you have coached

Additional ideas:

- Some leaders include a "Getting to know you" Questionnaire for the new person to fill out. This can include:
    - Names of the important people in her life
    - Ages of her children (if she has children)
    - Her birthday, anniversary, etc.
    - Favorites, i.e. color, flower, restaurant, sweet treat, etc.
- Schedule a "calendar session" with your new person before you begin coaching. You can print off a weekly planner at http://afreshperspective.com/free-stuff. Help your new person make space in her life for her new business. If you keep a copy of her calendar with your coaching notes, you will be able to determine if she is working when she said she would.
- I can't stress enough the importance of having a well-defined coaching routine, including:
    - Specific coaching time on your calendar
    - Published office hours (on your voicemail message and the signature line of your email)
    - A place that you are comfortable coaching
    - As few distractions as possible
    - A system to keep your coaching notes, i.e. folders, a notebook with tabs or an electronic tool
    - Some time on your calendar for "open office hours." During these hours, you can reach out to people who are not in regular coaching with you and your teammates who need more than one 20-minute time slot can call you.
- Emerging Leaders and new Leaders may need more than 20 minutes. When you have someone who is eager to grow, you may want to schedule 30-40 minutes while she is in a "growth spurt."

You have a great gift to give the people you coach. To be able to "pay it forward," you must come from a calm, centered place. Please be kind to yourself! You will get better and better with practice!

Example #1

It's TIME to GROW!

My coaching hours are:
Your coaching call is scheduled for:
My phone number is:

Coaching Calls Begin…

I have set aside your scheduled time slot on my calendar so that I can help you achieve your goals. I will be focused on YOU and your business. Although I love getting to know you, this is not a social call…this time is about **your business** and helping you achieve your goals.

Expectations of our calls:

- Please call me at your scheduled time. My coaching calls are scheduled back-to-back, so each minute we lose means less time to learn together.
- I will be prepared and ready for our call and I hope you will be to.
- Please have your *Critique Your Week* form completed before our call.
- To be most effective, we both need to do our best to eliminate distractions during our call.
- I trust that you will treat this time as you would any other important appointment. Please email me ahead of time if you need to rearrange.
- If you miss your coaching call three weeks in a row, I will release your time slot. I respect your time and ask you to do the same for me.

Who do I coach?

- **New Reps** as they begin their business
- **Experienced Reps** who are committed to doing at least one party a week or who are actively working to build their bookings to that level
- **Emerging Leaders** whose goal is to build a team
- **Leaders** as they begin to train and coach their own team

Why commit to coaching?

My role is to help you develop the skills that you need to build your business. I will help you achieve your sales and team building goals. Reps who commit to weekly or bi-monthly coaching LEARN, GROW and remain consistent. CONSISTENCY will help your reap the rewards of your business and enjoy what you are doing!

What will we do?

- Our calls will help you identify the things you do well and the areas you'd like to improve.
- We'll look at where you have been and, most importantly, where you are going. Setting and achieving new goals is a big part of the coaching process.
- If you want to build a team, you will have a blueprint of what to do with your new teammates.
- If you begin to recruit new team members before you are ready to coach them, I will coach both of you on 3-way calls so that you can learn exactly what to do. WHEN YOU ARE READY, you can take over the coaching of your recruits.

Please remember…

These calls are for you! Our calls are not about telling you what to do. I will help you make a plan to do **what you want to do**. You decide on your level of involvement – from casual to career…there is a place for everyone on my team. If you are experiencing challenges, you will want to avoid me; however, this is when I can be the most help to you! You will not experience anything that someone else hasn't also experienced, so I can save you lots of time and trouble. Call me!

Your name

Example #2

Dear

I am so glad to have you on my team. We are going to have a great journey together! The BEST thing about joining my team is that you will have my undivided attention to help you be as successful as you choose to be! I have helped many new people get off to a successful start and I will show you how to reach *your goals and realize your dreams*!

Our coaching calls are VITAL to your success. It has been my experience that the people who stick to their coaching schedule as they begin their business are the people who get everything they want from their business. ***Everything!***

Here is how coaching calls with me work:

Your scheduled day and time is _____ and the number to call is: 987-555-1234

- You call me at that time every week. Please be on time…we only have 20 minutes together! You won't believe how much we can accomplish in 20 minutes, but the time flies!
- I will be waiting by the phone for you. I set aside this time just for you. If an emergency prevents you from calling at your scheduled time, let me know ahead of time.
- If you have to change your time, please let me know so that we can reschedule during my coaching hours.
- If you miss a call with me and you haven't called to let me know, I'll call you to remind you that we had an appointment. If you miss a second call with me, I'll call to make sure we have picked the right time for you. If you miss three calls, I will call to release your time.

Here are some things to consider:

The time we set aside is for you to ask questions and get answers. It's all about YOU! Each week I'll give you things to do before your next call, so make sure you have blocked time on your calendar for your business.

I'd rather you call me and let me know that you didn't get accomplished what you wanted to accomplish than to not call at all. I can help you if I know what obstacles you face. I can't help you if we don't talk! I've found that the people who are afraid they are letting me down are hesitant to call. Don't think you will disappoint me if you call with bad news. You won't!

My office hours are: 10:00 am to 3:00 pm Monday through Thursday

You can reach me for help anytime during my office hours. You are NOT limited to talking with me only during your coaching call. I am here to support you!

Investing your time with me will pay off BIG for you!

Your Team Leader and Enthusiastic Coach,

Signature