



# Reasons to Choose You

## ADDRESSING THE NEEDS OF INDIVIDUAL CLIENTS AND PLANTING THE SEEDS FOR AN ON-GOING RELATIONSHIP.



Everyone that you meet in the Coaching world talks about having an 'elevator speech'. You know, the 30 second introduction to what you do

and how you do it that has to include what makes you unique and hits the customer between the eyes and ... and .... All that in 30 seconds?

They must be joking?

“ You don't get paid for the hour. You get paid for the value you bring to the hour

Jim Rohn – Motivational Speaker ”

### Why Should People Choose You?

First off – who are your potential clients? Simple answer – anyone you meet. Good, at least we have that one sorted. Secondly – what should you tell them when you meet them? Simple answer – what you do. Clearly. Concisely.

How often have you been to a networking or training event where you have been asked to say who you are and what you do and you sit there and listen to people droning on with a prepared answer that has no soul, no life.

You aren't expected to be snappy and witty when you make your answer but you need to have something that when you say it you can believe in it and it sounds fresh and interesting. When you have said that first statement about who you are and what you do, you want your potential client to say those magic words: “Tell me more”.

### OK – what do I say when I introduce myself?

You are a Coach. So say, “I'm a Coach”. You can add in “life”, “career”, “health”, “pet” or whatever you like between “a” and “Coach” but when it comes down to it, you are A COACH. If you can't say it then you don't believe it and you aren't one. You've met those people who say “Well, I trained as a Coach but currently I'm a .....” Well, they don't believe it and neither will the person they are trying to sell their services to. Simply say “I'm a Coach”.

You've met people at parties who when asked what they do say something snappy and memorable – great if you can think up a one-liner that does that. If not, say with all the belief you can muster; “I'm a Coach”. Ever talked to the girl on the till in the supermarket and passed the time of day – next time say to her; “I'm a Coach”. See how easy this is?

So people should choose you because you are the right Coach for them. *How do you tell them that?*

- What are the reasons to choose you?
- What makes something a Unique Selling Point?
- What are Features and Benefits?
- What is the difference between that and a Unique Perceived Benefit?

## Unique Selling Points (USPs)

Now, what you need is a Unique Selling Point (USP) – this is the one thing that makes you different from the rest. And I mean ONE thing. Ever met the person who tells you that the *One* difference between them and everyone else is a, b, c, .... They can't count but you can and you start to lose interest in what they are saying – that's what your potential clients do.

So, let's talk about what you bring to the hour as that value they can't get from anyone else – that Value Add as the marketing people like to call it. These are the reasons that your potential clients will choose you.

Don't talk to potential clients about niche – they think that's something you have in a front room with an ornament on it. Talk to them about yourself and sell them on you as a person. "People buy people" is the old saying. The client who really wants to work with you doesn't sign up because they like your results are impressed with your client list – they sign up because they feel that they connect with you and can work with you. Because of that, they will convince themselves that you will deliver the results because they like you.

If you have the luxury to plan when you first meet with a potential client then don't dress like them, do as Tom Hopkins says in *'Selling for Dummies'*; "dress like the people they turn to for advice". Even better, use the way you talk and listen to show them that you are the person that they want to turn to for advice. OK, we know Coaches don't give advice, but we do aim to inspire confidence in our clients and that is the same aura we want to give.

## Features and Benefits (FABs)

So, you know what makes you different from the rest – your USP. But are you talking Features or Benefits? Most people sell the features but most clients buy benefits. Think about when you go to buy a TV. The salesman tells you it is so wide by so high. That's a feature. If he tells you it fits easily into most sitting rooms – that's the benefit.

I may talk about my long history of Coaching people seeking job change – that's a feature, it's what I do. If I talk about the success my clients have had in finding the right job for them and sorting out their work / life balance – finding the job is the feature, work / life balance is the benefit.

Always know what your top five features are and what benefit they offer. This will allow you to react to comments the client makes and offer them the right feature / benefit for them because you already mugged up on what you offer.

Make sure your FABs have elements of visual, auditory and feeling descriptions in them to appeal to everyone. People ask the question 'What's in it for me?' – Tell them about your FABs and then, you are answering what's in it for them and you are selling yourself well.

## USPs and Unique Perceived Benefits (UPBs)

Unique Perceived Benefits are what the client thinks they are getting from you. You have to make sure that when you bring your sell pitch to a close and the client says 'yes' you check that they think they are buying what you think you are selling. Do they know that the hour they buy for Coaching is in fact 50 minutes of Coaching and 10 minutes of admin? Think of the key 5 points that you need to check with the client and run through in your mind if you have covered them and they understood them.

USPs and FABs are easy to put a value on – these are the things that everyone else is offering and can be compared value wise. But the UPB is the thing that only you can give the client – no one else. It is what makes you worth every penny you charge. So make sure you know what your clients want and give it to them.

## Talking Money

You don't have to say what you charge in the first meeting, but as I was once advised, if you can't say the cost out loud, without wincing, then you can't charge that much. Practice telling family and friends or even the cat how much you charge and you will be able to do it with clients too.

## Further Reading

So who do we recommend for learning more about selling your skills? We cannot recommend enough Alan Chapman's brilliant website – [www.business.balls.co.uk](http://www.business.balls.co.uk) or Tom Hopkins' *'Selling for Dummies'*.

For the more adventurous of you who want to learn more about selling then there are many books out there but the two that we recommend at the moment are Jeffrey Gitomer's *'The Sales Bible'* and Lee Boyan's *'Successful Cold Calling'*. If you deal at a corporate level then you will find Paul R DiModica's *Value Forward Selling: How to Sell to Management* explains about dealing at this higher level.

These books are US in origin but the ideas and techniques are easily transferable to the UK market.

If you are interested in joining Karma Friends then email [karmafriends@btinternet.com](mailto:karmafriends@btinternet.com)

This is a sample of the work we do for Karma Friends.  
You can learn more about our coaching at:  
[www.bowmancoaching.co.uk](http://www.bowmancoaching.co.uk)