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Quick Guide VI - How to Sell Coaching

By Paul C Burr PhD

Createspace, United States, 2014. Paperback. Book Condition: New. 203 x 127 mm. Language: English . Brand New Book ***** Print on Demand *****. First and foremost, selling or coaching is about you being the real you, the authentic you, the congruent you - in a space, your client's personal space. The client shares that space with you because they trust your integrity. They let you to lead them beyond the boundaries of that space. They trust your capability to help them in another space that is both uncomfortable and unknown - unknown to them and unknown to you. The most important thing you bring to a meeting is (1) your intention and (2) your integrity. These two facets alone will bring you the success that's right for you and your capabilities. I've coached hundreds of people in large and small organisations around the world. I enjoy a higher-than-95 conversion ratio from prospecting to sales with the people who are seeking to be coached personally. The prime aim of this book is to share with you the what-and-how of. 1. A sales process that can give you a greater than 95 success rate when selling to potential coaching clients....



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