

CHPC Coaches Meeting

Certified High Performance Coaches Meeting October 7, 2015

Notes by Charly Caldwell II - <http://life.successacademy.us>
Sedona Room in the Marriott - Santa Clara, California

"We're equipping people to survive in the modern era!"

*"Not having an attachment to your customers outcome is
REALLY important to your coaching."*

*"Your next level is how you speak to people and confident you are in the
process."*

*"Your past history of the right answer has nothing to do with your future
success as a coach."*

*"Hold a space of strength and confidence — a knowing confidence that
things are going to turn out okay."*

*"Be the person who helps people feel solid! This too shall pass, they will
find the strength, they will find the path — hold that space for them."*

*"Your past history of having the right answer has nothing to do with
your future success as a coach."*

"Don't a week slide by where you aren't making momentum."

*"I don't care if there's 1 person, or 5. I have no ISSUES to the outcome,
I'm in it for the process and the skill development."*

"Don't a week slide by where you aren't making momentum."

"Don't let a Friday close without momentum!"

"Your next answer is ALWAYS a question."

Brendon started around 4pm —

- There's a ton of opportunities - and they've expanded big time in last 3 years.
- High Performance used to be a luxury, and is now a need to survive!

How could you possibly...

- get through the day without block time?
- keep your energy without nutrient-rich eating?
- manage your day if you were stuck in emails all day?

Just being in the conversation about High Performance is HUGE — don't take it for granted.

- "We're equipping people to survive in the modern era!"
- So much of what we teach is life management skills - we call it High Performance.
- Do you need a confidant? Not "friend".
- Start your training in the ambition line.

People want this conversation because they're not having it somewhere else, they want to be challenged, and hold accountable. They want to know they're being taken somewhere.

QUESTIONS & ANSWERS —

PAUL — How do I pick up clients at HPA?

- Brendon flipped this back on the coaches —

JOAN (California) — Talk about the benefits of High Performance — not the benefits of High Performance Coaching.

- Deepen their experience — we are not here as coaches, per se, for this event.
- Participate in their conversation.

This can't be a sell fest to the clients — but we can add value, and help them understand how to take things to a new level.

- This event is for our growth, first.
- Be a participant, and help them think — this is likely to happen from them:
 - "If you help me think really well, or change my mind about something, I'm going to want to talk to you."

When you're choosing people to potentially coach (think qualification traits):

- **LIKEABILITY** — LIKE them; is this someone be I want to spend 12 sessions with?
 - And then introduce to my wife or a friend?
 - Have to be able to talk to them 12 different times.
 - Then introduce them to others.
- **ODDS OF IMPLEMENTATION** — I want to with action takers. Who believe in the idea of growth itself, and the idea of self-reliance.

- "I'm going to go make it happen — just give me some guidance."
- They have things they've learned for the past...
- Things they're excited for for the future.
- Ready to take action, now.
- **MALLEABLE** - Are you open, flexible learners.
 - A hint of ego, brag, etc., leads to fight.
 - Qualification of client — assuring they're a great fit.

When you get on the phone with them — re-anchor them in the experience.

- **ASK** — What did you love most about HPA?
- Relive the event together — then start the formal conversation with this transition point:
 - "I'd like to start more of a formal conversation, are you ready for that?"

VERY IMPORTANT DISTINCTION — "Not having an attachment to your customers outcome is REALLY important to your coaching."

"Your next level is how you speak to people and confident you are in the process."

- At the end of call —
 - Assure people walk away in a more confident space for themselves.
 - Difference between certain and confident.
 - I want to be confident — but not certain.

Answer this question more confidently — after re-situating the client

(stand instead of sit, take a few deep breaths):

CHALLENGE — What would I sound like if I was more confident — in myself, or the process, during that call?

- Confidence - more casual, tease them more (funny, cajoling).
- Be confident and joyous.
- Practice it, again and again — your clients generate more options.

"Hold a space of strength and confidence — a knowing confidence that things are going to turn out okay."

"Stand calm in the middle of the storm — we got this, it's doing to be okay."

"Be the person who helps people feel solid! This too shall pass, they will find the strength, they will find the path — hold that space for them."

Language to use in coaching calls coming from a place of confidence:

- "I know you don't know where that's going, but I do know the process, and it's amazing — so trust in that!"
- "I don't know where this is going exactly — all we can do now is trust in the process."
- "Let's just see where the next session gets us."

QUESTION — Pricing?

Pricepoints — the more I charge, the more quick to say "YES!"

- Brendon, JT (a CHPC) and I have found this to be true.
 - JT told a great story about building a custom HP/business program, and charging \$12k for 12 sessions, vs. \$6k, and converted at a MUCH higher rate.
- Change how you approach the description of that value.
- Change your emotional connection to that value.

"Your past history of having the right answer has nothing to do with your future success as a coach."

- Your value of worth isn't tied to the proper anchor.
- The anchor is the PROCESS — not the people you've served.
- The session isn't about ME - it's about you, the student.
- It's NOT about the answers — it's about the process — the client will GENERATE the answers.

If you're not closing the deal — ask how you're sounding in those conversations? (Needy? It's hard to pick it out — but it's IMMEDIATELY felt by the recipient!)

QUESTION — To start building my coaching business— what's first?

- First, start weekly content. Talk about personal development every single week — this is a necessity. YouTube, Podcast, etc.
 - Weekly content is the key to building an expert brand.
 - When you're in their planet, they're already consuming and learning from you - you're expert positioning.
- Second, get them some training before they work with me.
 - I've set up my free 10 Day Health, Wealth and Happiness (HWH) to be the qualifier for people that I don't know where their line of intention/action is and I set the distinction as to

whether they do the Wheel of Perspective on Day 11, and send it to me. :)

- HWH Quick Start Course \$97 (\$27 to \$497 is Brendon's pricing recommendation) - they go through the course, they want more of you.
- Then upselling to HWH Master's Course (\$497), Group Coaching, and finally ONE-ON-ONE coaching.
- **DISTINCTION** — Call the people who complete your course, and see if they're interested in one-on-one or group coaching!
- Or Second, level is Webinar series — and be closing on those clients.
 - Do more than I want to — one of month instead do 2 a week.
 - **VERY IMPORTANT DISTINCTION** — Watch your ego - "I don't care if there's 1 person, or 5. I have no ISSUES to the outcome, I'm in it for the process and the skill development."
- **DISTINCTION** — If you're deciding whether to do one-to-one coaching, vs. group, definitely start with one-to-one, because you'll learn how to speak to the group on the values that typically have come up. *I've seen this BIG time!*

SAY — "I'm okay starting at 0, and I'm good with that! Not attached to the outcome."

CHALLENGE — Our job is to ask, if they didn't convert — "Why it doesn't work for you to get coaching today?" and FOLLOW UP until they specifically say "I do not want to be coached". Brendon closed many clients that way.

- "When are you really going to get serious and get started on the process?"
- "I'm going to call you in 3 months, on the button."
- In 3 days, "Hey I've been thinking about you — if coaching could be right for you right now, and I gave you a bit of a discount, would

this work for you?"

DISTINCTION — Most people fail because of their lack of follow up.

- "Their non-commitment says nothing about you — they may need more time — trust in that."
- "The only reason we don't follow up is EGO! Until you know, you don't stop. Once I know, I stop."
- "UNTIL YOU KNOW WHY — YOU DON'T STOP!"
- You don't need the tech, you need the will.
- "Your next answer is ALWAYS a question."

QUESTION — If you're working with a corporate client, and HP falls flat, or not in alignment with what say they want — simply ask what their perfect coaching program would be, and build what they need.

ASK — "I want to learn about your specific needs - what would the perfect program be for you?"

Charly's Note — If you can simmer up their requests in our core HP competencies (clarity, energy, courage, productivity, influence), make it feel like their creation/journey, but come right back to delivering on HP in a modified way.

BRENDON'S CHALLENGE & 3 IDEAS —

1) THINK AND JOURNAL ABOUT 2016 —

- **JOURNAL** — Start thinking now of this coaching experience in 2016 — where do you want this to really go next year?
- **JOURNAL** — What do you want for your overall brand for your business in 2016?

- Webinars, Group Coaching, Tier Up through VSP & IM.
- **JOURNAL** — Challenge yourself — What's the next level for you, in this?

DISTINCTION — “Don't a week slide by where you aren't making momentum.”

- **For Brendon** — Friday is a barricade day - I close my week, and do whatever it takes to bring closure to everything I didn't get done, asking “Did I move towards whatever I need to do this week?”
- **ACTION** — STAY UP AND GET IT DONE ON FRIDAY - For example, if you didn't get to write during the week — don't go to bed until you've WRITTEN the book (even just 5 paragraphs).

“Don't let a Friday close without momentum!”

- You won't get to it unless you get to it every week.

2) FOCUS on more great content —

CHALLENGE — Continue to make it look better, make it read better, make it sound better.

- How can you be more funny, more succinct, more powerful!
- What is that for you, in your content? Make your content spectacular.

3) BRING MORE CONFIDENCE AND MORE FUN!

- Keep the joy flowing through this process.
- Be this person who brings the joy, and laughter.
- Hold the space for them.
- Strategically place fun into your calls.
- Make this fun — our mission is to make it more fun.
- **ASK** - How can I bring more fun?