



ICF Mumbai Chapter Webinar: Enabling Coaches to Market themselves Effectively

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Speaker

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Deepali's words of wisdom

- Coaching is a 'considered purchase' – not an 'impact purchase'.
- Coaching is about going from good to great. It's not about going from bad to good.
- The Law Of Diminishing Marginal is NOT true for Coaching – because the more the number of coaching sessions with the same client, the more impact and value for the client.
- Your brand is always a 'work-in-progress' – it's never one and done.

My other key takeaways

- **Selling**
 - Category Sell
 - Brand Sell
- **Coaching needs both:** category sell AND brand sell – due to limited awareness about coaching and its value/benefits
- **Barriers to selling Coaching**
 - **Lack of awareness**
 - Target audience/consumers don't know much about coaching, or about how coaching can help them.
 - **Perception**
 - Different people have different ideas about what coaching is and isn't. Like 6 blind men and the elephant story.
 - **Stigma factor**
 - "If I need coaching, that means I have a problem."
 - **Confidentiality**
 - Target audience may not have enough trust to begin with regarding confidentiality of what they share during coaching sessions.
- **Deepali's call-to-action and other pointers:**
 - Educate decision-makers in organizations such as CHROs, L&D Leaders etc.
 - Engage in busting myths (as described in barriers above)
 - Conversations and pitch meetings should focus on the 'good to great' concept.
 - Remember that, when you are a consultant, people want to discover you, not to be sold to.



- The decision-makers you talk to need to feel like they're the ones who 'discovered' you and present you as a Coach within their organization.
 - Conversion rate for email marketing is 1%.
 - As independent consultants, we as coaches need to remember to balance the euphoria of a successful pitch/contract signing against the disappointment of failure to convert leads to clients.
 - Always remember to ask for feedback from those clients who did decide to hire you – ask them why they chose to work with you.
 - **PRICING: Reverse Diminishing Marginal Utility**
 - The Law Of Diminishing Marginal Utility states that all else equal as consumption increases the marginal utility derived from each additional unit declines. This is NOT true for Coaching – because the more the number of coaching sessions with the same client, the more impact and value for the client.
 - So, Deepali's argument is that coaches need to flip the concept of offering discounts on coaching packages – instead, the more the number of sessions, the higher the price.
 - Engage in networking – be authentic – don't start with talking shop.
 - Focus on letting the prospective client discover you.
 - Proactively seek testimonials from your existing clients and use that in your marketing/selling process.
 - Manage your social media with intention and consistency.
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- **DIFFERENTIATOR VS. NICHE**
 - Differentiator – what is unique about what you do?
 - Niche – who in particular do you serve?
 - Remember that your brand is always a 'work-in-progress' – it's never one and done.
 - Remember that Coaching is a 'considered purchase' – not an 'impact purchase' – so brand being top of mind is not such a big consideration.
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