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Discovery Call Success - Using The P.G.S Method

When we host discovery calls as coaches it can be all too easy to fall into the coaching support role right away because we want to help everyone to feel their best self. This is normal and it is something that I as a coach struggled with at the beginning to be able to hold boundaries around how to structure my discovery calls.

Using this method I invite you to consider when you have been allowing the discovery call to actually become a coaching call. These two are different.

If I was to share with you that you are in fact doing your potential client a dis-service by using the call as a free coaching session because you:

a. Have no health background on them
b. Have no understanding of their wants, needs and desires for themselves
c. Aren't valuing your time and energy enough

When we offer free discovery calls, that is exactly what it needs to be, a chance to get to know each other as coach and client, and establish what it is that the potential client is wanting and needing support with to understand whether you are in fact the right coach for them, or whether it is more ethical and safe for you to refer them out.

Use this Guide and framework to support you with keeping the Discovery Call a discovery call and not allow for it to become a coaching call.

There are 3 key sections to any discovery call that will support you in staying inside those boundaries and in turn, support you with leading to the sales process as an end result:

Here's how our P.G.S framework works:

Our 3Q framework is designed to guide you through successful discovery calls. It includes three key questions: understanding the client's struggles, exploring their goals, and obtaining permission to present your solution.

Let's break down each step.

It uses buyer psychology to make it a powerful 3 step framework with incredible success after you have welcomed the potential client to the call and built rapport.

This is crucial for creating a comfortable and open environment.

Start with a friendly greeting and casual conversation to establish a connection.

Remember to:

- **Be Genuine:** Show genuine interest in their situation.
- **Find Common Ground:** Share something personal or relate to their experience.
- **Set the Tone:** Outline what they can expect during the call. You need to be the one to take control because our clients want to feel safe

1. Step 1 - Q1 - Problem

"The first question in this framework after you have welcomed the potential client is

QUE1: ***Can you tell me WHY we are having this call today?***

This helps you understand the client's current struggles and problems as they will always start with what they are struggling with e.g. I'm finding the menopause weight gain a struggle to lose / I'm really struggling with my confidence and sleep…

Encourage them to share their pain points and listen actively. Normally, this is enough to open the gates and let them have around 5 minutes to express themselves freely as you listen.

Ask follow-up questions to dig deeper if you need to if the potential client is struggling to articulate themselves or give you detail on what it is that they are struggling with, such as:

- Tell me more about that?
- How long have you been experiencing this issue?
- What impact has this had on your business/life?

2. Step 2 - Q2 - Goals

QUE2: ***Where would you like to be in the next 6 months - what's your goal for yourself?***

This allows you to explore the client's goals and desires. It uses positive visualisation to really help the client (and you) uncover their desires.

Understanding their vision helps you align your solutions with their objectives.

You might want to prompt them and ask questions like:

- What would achieving this goal mean for you?
- What steps have you already taken towards this goal?
- What does success look like to you?

4. Step 3 - Q3 - Solution

QUE3: Using this information of problem and goal awareness you can now move into solution …

With everything that you have shared with me today, can I share how I can help you achieve (insert main goal here)

This gives you permission to present your solutions.

Transition smoothly by summarising their struggles and goals, then introduce how your services can bridge the gap.

Ensure to:

- **Highlight Benefits:** Focus on how your solution addresses their specific needs.
- **Share Success Stories:** Provide examples of how you've helped others achieve similar goals.
- **Ask for Feedback:** Check in to see if they have questions or need more information."

You have now successfully completed your Discovery Call without it becoming a free coaching session and kept it all inside the framework to ensure that.

We have followed the Problem - Goal - Solution method here and sticking to this will ensure you have a 20 minute call every time without giving away your life currency and energy inside these calls.

Enjoy developing this out for your own business wants and needs and please make sure you come and share with me and the Success Circle community how you get on using it.

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If you'd like to book a free 15 minute business strategy call with me to discuss anything further and see how one of my business programs might help you further, go ahead and click here https://calendly.com/adelejohnston/successchat

With love and gratitude
Adele
The Menopause Coach & Educator