

Marketing Homework
from Kristen Sutich, October 10, 2014
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List of people with whom I may have a conversation with:

Elementary School Principals
Directors of preschools or daycares
PTA board members
Moms
Teachers
Women who are not moms

Question, concerns, objections, doubts, fears that each of these categories of people may have:
Answer to these questions, etc.

**Come up with 2 more ways to answer a question when you don't have a solid answer.
(Aurora gave me 2 and Babette made a couple suggestions.)**

- I don't have an answer to that, but that's a good question. If you would like to give me your contact information, I'll be happy to get back to you with an answer. (Just slightly different from Aurora's response.)
- (Or) That's a great question. I'd like to know the answer to that as well. I'll email you the answer. Do you have a card with your contact info?
- That is not my area of expertise, but what I can tell you is that I observed parents who were anxious and stressed before their child started kindergarten.
- (Depending on the question) This has been a topic of great debate, and even the experts aren't sure, but what I can share with you is that students are more successful with parent support.
- This is a popular topic in the media lately, what do you think? The reason I'm here today is to discuss....

Questions, concerns, fears, etc. Moms may have:

What are your prices? I don't know if I can afford coaching.

(I offer a couple different packages that you can choose from. You may choose to pay monthly if you prefer, or receive a bonus for paying in full.)

What is coaching?

(Coaching is a process by which you are guided by thought provoking questions, and we work together as a team to meet your goals. I'm here to support your goals and guide you to take action toward meeting them.)

How is it different from counseling/therapy? (Sometimes people feel broken when they seek therapy. You are not broken. I'm here to help you take action in order to get you to where you want to be. I can be an accountability buddy, sometime to check in with.)

Where do we meet? Does it really work coaching over the phone?

(The beauty of coaching over the phone is that you and I don't have to live near one another or try to meet at a specific location. We'll agree on a day/time that works best for us both. You can choose a comfortable and quiet spot in your house or office for our session. Some clients find that coaching over the phone is more comfortable than having to go into an office.)

What if I get too busy?

(If there is something in your current life that you are unhappy with or you want to see some changes taking place, then it's important enough for you to set aside a couple hours a month for our sessions together, as well as some time to work toward your goals or commitments that we set during our sessions. Self care is important to add into your routine, and coaching could be a very useful and effective way of meeting that need/goal. We can schedule around vacations and holidays, so that won't be a problem.)

What do I do with my kids?

(You will want to take full advantage of the benefits of our sessions together, so in order to do so, you'll want a quiet space where you won't be interrupted or distracted. Arranging to meet during your lunch break, or leaving your children with a relative or friend for an hour, or hiring a sitter while you are attending your coaching sessions will be helpful. That would be something to plan out ahead of time.)

What if I don't make any progress or see any results?

I need to check with my husband/partner.

(That sounds reasonable. If your husband agrees, is there anything else keeping you from committing? Do you have any other questions?) Any other objections? How about if I call you in two days? What time works best?

What will we talk about?

(I like to start our sessions off with a brief meditation and then stating my intention for our time together if you are agreeable to that. This is a nice way to begin our calls together. I also like to do a couple of scales during our first session. One is called the Happiness Scale and the other is the Stress Scale. Both can be useful info to you as well as myself. This may even lead us to some areas to work on. It can also be helpful for you to share how things are going in your life. Where would you like to make some changes if you aren't happy with the way things are currently.)

What if I can't make an appointment?

(I ask that you give me at least 24 hour notice if you need to cancel a session. That way I can offer this day/time to another client.)

Questions from School Principal:

What would you share or talk about with my staff? (I would be happy to share one or both of these topics. My book focuses on tips for parents with children entering kindergarten. I would be happy to present info on this topic. I would also be happy to discuss my happiness workshop.

How and where would you present your info?

(I could present at a staff meeting, before or after school. On one of your late start Wednesdays. I could also present on a staff day when there are no students at school. All I would need is a way to present my power point using my laptop.

What would you talk about/share with the PTA/parents?

(I could present the same topics to the PTA. I could do a 30 minute presentation or a shorter one if that fits into their time frame better.)

Are you trying to sell to the parents/staff?

(I am not selling anything at the presentation. I will share that my book is available on Amazon. I will give a copy away that day/evening. I will have my business cards available if anyone would like my contact info. If anyone would like more information, I'm happy to take their information so that I may be of service to them in the future.)

How could your info help parents?

(My information can help parents reduce their anxiety when they have a child entering kindergarten, a new situation, or changing schools. I can offer some helpful tips that are easy for parents to incorporate into their schedule and daily routine. My info could also be useful to moms that have a lot going on in their life. I can help them release their stress and look at situations in a new perspective.)

How could your info help my staff?

What is the benefit for me allowing you to do this?

(The next 2 Q's could have a similar answer.) I can be a resource for you and your staff. You and your staff can refer me to parents who continue to have questions and concerns regarding their child entering school. This can save you and your staff time, by not having to return so many emails and phone calls. It will also provide parents with an option for solving this problem.)

How will you benefit from this?

(I'm sharing my knowledge and information about my services with you. A staff member can choose to contact me if they like. That is up to them. You may choose to refer parents to me if you like, or offer my information to them.)

Will you collect contact info from my staff and parents?

(People can choose to sign up to receive my newsletter/blog if they like. Occasionally I may send something out to people on my list that they may be interested in.)

What will you do with the info?

(I will add those that have given me permission to my contact list.)

How can I contact you?

(Here is my phone number and email.)

Questions from PTA board members: *A lot of these Q's will have the same or similar answers as the above Q's.

What would you share/discuss at our meeting?

How will you present to us?

How long will you need?

(I can do a 30 minute presentation, but I could also do a 15 minute one if you prefer.)

Are you selling to us?

We only have a small number attend some of our meetings, do you care?

(No, however you are welcome to let members know ahead of time that I will be presenting. I can leave my cards/info if parents are curious.)

How can you help parents?

How can our board benefit from your presentation?

(I'm assuming everyone on the board has a child here at this school. You will take away some useful tips for managing stress, becoming happier and ways to help your child be successful when starting out.)

How could we support you?

(I would appreciate you sharing my contact info and website on your website, as well as handing my cards out to the parents in the school.)

Preschool/Daycare Directors

What would you present?

(Information based on my book, The Kindergarten Toolkit for Parents. Tips to help parents feel less stress and overwhelm when sending their child to kindergarten.)

Who do you want to speak to?

(Any parent of preschool aged children. Staff are welcome too of course.)

Will this cost anything to us or the parents?

(This is a free presentation.)

What do we have to provide/do?

(If you have a day or evening event or meeting where parents are invited to attend without their children, I would love to present some useful tips based on my book. If you have a projector/doc camera that I can connect my laptop to, that would be helpful. If not, that's okay. I can present without my power point too.)

Are you selling anything to our parents?

What is the benefit to our parents?

(They will receive some helpful/useful tips that they can start using right away. One or two lucky winners will receive a copy of my book.

How can this help/benefit me (director)?

(I can be a useful resource for you and your staff. When parents come to you with lots of questions regarding if their child is ready for kindergarten, you can refer them to me.

Potentially it could cut down on the number of phone calls and parents staying after to ask you a lot of questions regarding their child.)

What do you get from doing this?

Will you collect contact info, and if so, what will you do with it?

How can we support you?

Building relationships using Neil Rackam's book "SPIN Selling"

4 steps: Situation, Problem, Implication, Needs/Payoff

I'll use my current client as an example.

Situation: She is unhappy in her current job. She no longer feels fulfilled or challenged by her work and does not look forward to going to work anymore. Due to her physical challenges, she feels limited in her job search. Due to her physical disability, she's only worked part time, 25-30 hours per week.

Problem: She may be limited to certain types of jobs/career. Some employers will not hire her for part time only. While they can't say this, they may not want to hire her due to her physical disability.

She wants a job where she feels useful, utilized, challenged, stimulated and to where she is able to use her skills, talents and expertise.

Implication: My client may feel underused, undervalued, avoided and discriminated against. She isn't grieving now, but this potentially could lead to grief, low self-esteem and low self-worth. This could affect me by: Providing coaching to my client in a direction that originally didn't appear needed. My plan was to coach her in more of the core strengths, values and goals area. If in fact low self-esteem and such takes place, I would then be using more tools such as the Peace Method® and Scale of Emotions to coach her with.

Needs/Payoff: As her coach, I can help her solve the problem by working through her painful thoughts and any issues that she may not have realized were affecting her or issues that she hasn't been honest with herself about. Then proceed with looking at her core strengths, values and goals.