

THE ART OF SUCCESSFUL CONNECTION CALLS: ELEVATE YOUR COACHING PRACTICE

Connection calls are the cornerstone of building a thriving coaching practice.

These calls go beyond casual conversations—they're opportunities to establish trust, uncover needs, and demonstrate the transformative value of coaching. When approached with intention and strategy, connection calls can pave the way for meaningful client relationships.

If you find these calls intimidating or challenging, it's time to shift your mindset. Here's how you can slow down, show up authentically, and create a solid foundation for coaching success.

1. Prepare with Purpose

Effective connection calls start before the conversation begins. Take time to research the potential client by reviewing their professional profile, website, or social media. Consider sending a brief pre-call email with questions like:

- What challenges are you currently navigating?
- What goals are you passionate about achieving?
- What inspired you to explore coaching?

These insights help you enter the call ready to connect on a deeper level and demonstrate genuine interest.

2. Be Fully Present

During the call, shift your focus from selling to serving. Approach the conversation as a coach—not a salesperson.

Ask open-ended questions to uncover what truly matters to the client, such as:

- What does success look like for you?
- What's holding you back from achieving your goals?
- How do you think coaching could support you in this journey?

Listen intently to what they say and what's left unsaid. Reflect on their words to show understanding and build trust.

3. Create Connection Through Reflection

Active listening is a powerful way to build rapport. Reflecting back what you've heard demonstrates attentiveness and encourages the client to open up further. For example:

- "It sounds like you're eager to make a career shift but feel uncertain about where to start. Did I get that right?"

These moments of validation help the client feel seen and understood, setting the tone for a collaborative relationship.





Clear communication builds trust and ensures alignment from the start.

4. Handle Objections with Care

Questions about cost, commitment, or value are natural during a connection call. Rather than rushing to address objections, explore their concerns with curiosity.

For example, if pricing comes up, acknowledge their concern and guide the conversation back to their goals:

- “That’s a great question. Let’s explore whether this feels like the right time for you to invest in yourself and your growth.”

By shifting the focus from cost to value, you create space for them to see coaching as a worthwhile investment.

5. Offer a Coaching Experience

If a potential client seems uncertain, inviting them to experience coaching firsthand can make all the difference. Offer a complimentary session with a clear objective:

- “To help you decide, I’d love to offer a free session. Let’s tackle a specific challenge so you can see what coaching is all about.”

This allows the client to envision the transformation coaching can provide.

6. Follow Up Thoughtfully

Not every call ends with an immediate yes, and that’s okay. Following up with care keeps the door open for future collaboration.

Send a personalized message referencing the conversation and offering something of value, like a relevant article or resource. For instance:

- “Hi [Name], I enjoyed our conversation and thought this article on [topic] might resonate with you. Let me know how things are going!”

This thoughtful approach maintains the connection and positions you as a supportive partner.

7. Celebrate a “Yes” with Clarity

When a client commits, set the stage for a smooth partnership. Send a formal agreement, schedule sessions, and provide an intake form to gather deeper insights into their goals.

For example:

- “Thank you for saying yes! I’ll send over a contract and intake form today. Once those are complete, we’ll begin our first session on [date].”

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Connection Calls Done Right

Connection calls aren’t just about securing clients—they’re about building relationships, creating value, and fostering transformation. By slowing down, being present, and serving authentically, you’ll not only grow your coaching practice but also make a meaningful impact on the lives of those you serve.

Are you ready to transform your approach to connection calls and take your coaching to the next level? Start with one call, one connection, and one opportunity to change a life.

Gretchen Hydo, Master Certified Coach and ICF LA Board Member, is one of LA’s top coaches and a mentor known for helping coaches build thriving businesses. Her ICF-approved [Stairway to Six program](#) combines business strategy with personal growth. She’s been featured in *Fast Company* and the *Chicago Tribune*. [Click here](#) to get Gretchen’s *Connection Call Scripts*.

