

# Coaching:

## The New Secret Weapon of the Business Elite

By: Sheila Myer

Tiger Woods has it. Andre Agassi used it for a decade. Tennis player Leighton Hewitt, who went from number one in the world to number 10 had it but then lost it. What is this competitive edge that top performers seem to have over their less motivated competition? Personal Coaching.

Long the bastion of highly paid athletes, coaching was once only reserved for sports heroes. Today, those on track for higher levels of income are also getting in the batter's box. Kerry Johnson, a speaker with an MBA and a Ph.D. in Research Psychology says coaching gives his clients an enormous edge. "Managers are able to teach techniques that once worked for them but may not work for others. The world has changed. What was effective 10 years ago may not be the cutting edge today. Dr. Johnson should know. He is the best selling author of more than 6 books including, "Peak Performance: How To Increase Your Business By 70% in 6 Weeks, Mastering the Game, Sales Magic," and his newest book, "Willpower: The Secrets of Self Discipline."

A few years ago, one sales manager offered weekly sales meetings in an attempt to whip his salespeople into shape. He figured the only thing wrong was their lack of motivation. After 2 months shock treatment, his sales crew jumped ship. Attention by management is only part of the recipe. The other is an ability to analyze and improve performance, and then build a plan to get to the next level of success.

Diane Davis, a mortgage broker in Oregon was used to the constant ring of refinance calls. She was able to write up loan applications as quickly as she could answer the telephone. But that was then. Rates rose and she was caught with no incoming business. Things looked bleak. Today, her income is double what it was even a year ago. She is able to work her past client list for referrals, network with Realtors and even offer a helping hand to "For Sale By Owners" pre-qualifying them for the next home purchase.

According to Johnson, business owners and entrepreneurs in any field such as financial services, mortgage, and real estate for example, lose track of what can make them enormous amounts of money. First he does an inventory of his coaching client's skills. He

uncovers their 1, 3 and 5 year income goals. Then he analyzes their current production determining what works and what doesn't. Then, through the creation of a business plan, he calculates how much they will have to do to hit their goals when they want. But without coaching, the only way to move from an income of \$200,000 a year to \$600,000 is to work triple the hours. This is where coaching comes in. Most coaches will listen to where the pain is and then prescribe a remedy.

Johnson discovers what the goals are, puts together a business plan and then constantly improves his coaching client's skills in an effort to keep them from working more than an 8 hour day. "There is no gain in working 60 hours a week to make more money when you lose contact with your family," he admits.



*Dr. Kerry L. Johnson*

He keeps clients on target through 30 minute weekly calls. "One of the worst uses of coaching is to talk to your coaching advisor once a month or every quarter. Studies have shown it is unlikely people change without constant activity. But any change is impossible through a seminar or a popular book read once in a while. Activity towards goals needs to be engaged in daily."

The results are outstanding. All of his clients have achieved increases of 80% within 8 weeks without working longer hours. Dr. Johnson even offers a guarantee. He makes his library of audio and video training programs free to his clients and lets them keep the goods in case coaching doesn't work for them. But as yet, he hasn't had any guarantee offer takers.

Johnson who is a past pro tennis player in the 1980's is used to discipline. He spent many hours working on small skills like spin serves and net approaches trying to gain an edge on his opponents. But business is also like that. Small changes made in the right areas often have a huge impact.

One of his clients, Tim Adams, a stock broker with a major New York firm increased his sales 178% since working with Dr. Johnson. His daily activity before

coaching consisted of 135 cold calls netting him only about 2 actual conversations. Of those 2, only 1 prospect would agree to see him. Johnson worked with Adams targeting trade union pension administrators, auto dealership owners, and physicians. He then worked his past client pool for referrals to build his introductions. But the key to going from # 17 in his region to #1 was the advanced sales skills he learned from coaching. His closing rate went from 1 in 8 appointments to 1 in 2. His average account is in the \$ Millions. A pretty amazing feat considering most financial advisers have lost clients in the past 3 years.

Time management is another major area of concern. "It doesn't matter much if my clients know how to sell the way their prospects want to buy, if they don't do it every day," he says. "Many coaching clients are very busy throughout the day. But much of it is activity someone else should do." Bob in the mortgage business had no time to contact Realtors for referrals or even past clients. When his day was analyzed, it became apparent that he was doing most of the paperwork that should have been delegated. The broker was a \$70 an hour pro doing a job that a \$12 assistant could have done. Bob was assigned segments of the day to market himself, train staff, and then meet with past and potential clients. Only at the end of the day from 4-5pm would he be able to do admin work. This time blocking formula yielded impressive results. Bob was able to double his loan originations in 3 months even though interest rates steadily increased.

Is personal coaching for everyone? The answer is a resounding no. Most potential clients are not qualified. There needs not only to be a significant gap between where they are now to where they are going, but they also need to be coachable. A potential candidate who wants to get to the next level but isn't mentally prepared to commit themselves are the worst candidates. They are frustrated with where they are professionally but won't take the time or make the sacrifice to achieve their goals.

Cynthia Tam is like that. She started as a newly divorced mom of one and decided she wanted to start a practice as an estate planner for foundations. A tough market to get into for anyone. But she qualified for the gap from where her income was at 0 to where she wanted to be in 1 year of \$100,000. She started out knowing little about sales or how to get her business going. After 6

months, she hit her goal. Largely because she was coachable and committed to doing anything ethical and moral. Compare this to Pam, who has never been able to reach anything more than a 5 figure income. When asked if she wanted to start a coaching program, she was reluctant to spend the money, even though she was desperate to hit the next level. This is a sure sign of neurosis. Wanting something desperately, but avoiding the effort or commitment to get it.

---

## "The results are outstanding"

---

There is a new competitive edge the highly successful have found. Personal Coaching. They are those who are focused, committed, and have an overriding desire to achieve, without working any harder. They are ones who are outpacing their competition without working any harder. They are the new superstars of their industries.

---

Dr. Kerry Johnson is a frequent speaker at conferences around the world on topics like "How to Read Your Clients Mind, Marketing to the Affluent" and "Peak Performance: How to Increase Your Business By 70% in 6 Weeks. He is the author of 6 books including "*Mastering the Game, Sales Magic, and Willpower: the Secrets of Self Discipline.*" His coaching company, Peak Performance Coaching which guarantees that you will increase your income by 70% in 8 weeks. To receive a free subscription to his monthly newsletter, "The Winning Edge- Online, subscribe on his web site at [www.KerryJohnson.com](http://www.KerryJohnson.com) or call 800-883-8787.