

CHEAT SHEET



Glenn Livingston, Ph.D.

Eight Reasons Why You Should NEVER Answer Your Coaching Practice Telephone

A Key Point Summary from the Interview with Dr. Glenn Livingston and Dr. Janice Seward. Download the FREE full length audio and transcript of the interview here:

<http://coachcertificationalliance.com/TheBlog/139/>



Sharon Livingston, Ph.D.

Glenn's companies have sold over \$30,000,000 in consulting and/or coaching services. He's worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists. His companies' previous work and theories have also appeared in dozens of major media like The New York Times, The Los Angeles Times, Crain's NY Business, The Milwaukee Business Journal, The Indiana Star Ledger, CBS Radio, ABC Radio, American Demographics, and many, many more.

Glenn co-founded, built and sold a 21 person online advertising agency, run a publishing business including dozens of coaching and psychological topics, and was raised in a family of over 17 helping professionals (*psychologists, social workers, counselors, therapists, etc*)... it's in his blood!



Dr. Sharon Livingston earned her Ph.D. in the mid 90s based upon predictive research into facial picture sorting. She's since become one of the world's foremost specialists in consumer psychology, group techniques, and finding the "Emotionally Unique Selling Proposition" for any market...

Sharon's the woman many billion dollar companies bring in to find out what's deep inside their prospects' heads, often before an idea for a product or service even exists. She's personally interviewed over 60,000 consumers (*a real number*) about their emotional response to advertising, and her client list reads like a list of the Fortune 500:

A QUICK NOTE BEFORE WE BEGIN:

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KEY POINT SUMMARY:
**EIGHT REASONS YOU SHOULD NEVER ANSWER
YOUR COACHING PRACTICE TELEPHONE**

One of the most exciting moments of a new coaching practice is hearing the phone ring, especially for the first time. *Don't answer it.*

What?! In every other business, a phone call is the lifeblood for survival. You get your clients over the phone.

It seems counterintuitive, but it's important *not* to answer your phone. Let your voice mail service or answering machine pick up your calls. If you've created a great message that will bond potential clients to you, then you'll have no worries letting calls go directly to voice mail.

Here are eight reasons why:

- 1. You want to give your clients your undivided attention.** You may be ready to start your next appointment or need to take a bathroom break when the phone rings. Not answering it will give you the opportunity to talk to new or existing clients without sounding rushed. Plus you also don't want to be rushed or late to your next appointment.

- 2. You may come across too excited.** Glenn noticed in his business that the odds of him getting a new client go down if he is too excited. "I'll only have a 50-50 chance," he says. Jump up and down with excitement when you listen to your first voicemail rather than during your first phone call.

- 3. You set a boundary with your clients when you don't answer the phone.** If you answer your phone every time it rings, your clients will expect that you will always answer. That can be a problem down the road when there's a point where you can't answer your phone promptly. Clients may feel disappointed that they can't reach you immediately, and that disappointment could lead some clients to quit coming to sessions. This boundary becomes particularly important when you want to take a vacation. If you are planning to be out of the office for an extended period of time, be sure to let your clients know about it at least three months in advance. That gives them time to think about it and be prepared for when the time comes.

- 4. Waiting gives you time to think about what you want to say.** Glenn says the few hours you have between listening to the message and calling back gives you time to think, for your creative unconscious to work. You'll have to think about questions to ask, what tone of voice to take, and how much time you should be spending listening to them versus time talking to them.
- 5. Waiting allows you to settle yourself down.** Grab a glass of water or take a brisk walk around the block before you answer phone calls. Take a few minutes to meditate and gear down from the busyness of the day. Being settled helps you think more clearly, especially at the end of the day.
- 6. You want the perception you are busy even if you aren't.** If you answer your phone, you're not in a coaching session. You want potential clients to believe that you have a full plate, even if you only have one or two coaching clients when you start your practice. It sends a message that you are professional. It also tells potential clients that you will value their time when you are working with them.
- 7. Your voicemail or answering machine can be a marketing tool.** Let it do its job! If you are in the market for more clients, let it pick up after one or two rings. This gives less time for potential clients to change their mind and hang up. If you are completely booked, set the service to pick up after five or six rings. Some people will give up after four rings.
- 8. You'll have time to remember more about the client.** If you have a lot of clients, you really need to review your notes about the one calling to give yourself a refresher before you pick up the phone. You'll want to anticipate what the call is about, if the caller doesn't tell you specifically. If she does leave a detailed message, remind yourself of the facts about the situation from your last session. Remembering the details will make you sound empathetic and concerned.

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The New York Times
The Washington Post
DAILY NEWS
Los Angeles Times
CHICAGO SUN-TIMES



Glenn and Sharon Livingston have sold over \$30,000,000 in consulting and/or coaching services. Glenn has worked with over 1,000 coaching clients and directly supervised many coaches and psychotherapists. *(And Sharon has worked with over 60,000 people in a group format!)* The Livingston's previous work and theories have also appeared in dozens of major media like those listed at left.



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