



COACH YOURSELF IN BETTER BUSINESS DEVELOPMENT BEHAVIOURS

Successful professionals are tuning in to the benefits of coaching; including in business development and client relationships skill sets.

Even if you haven't yet formed an effective relationship with a mentor and coach, you will always have much to gain from your constant companion with heaps of coaching potential: *you!*



01 / WHAT IS SELF-COACHING ANYWAY?

Self-coaching is based on:

- being open to the possibility and benefits of improvement
- considering your behavioural options
- analysing what works – for you and for others
- thinking about what approaches might best be applied in different situations, in ways that are comfortable for you
- selecting behaviours to create a mental “game plan” for a future challenge
- actively choosing to deploy your carefully crafted game plan.

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02 / PUTTING IT INTO PRACTICE

A simple way to put self-coaching into practice is after a meeting (or a phone call) which went especially well. Before going back to work, pause for a couple of minutes to analyse your encounter.

- What happened?
- What did you do to develop (or increase) rapport?
- How did you establish/confirm your credibility?
- How did you ensure that things got off to a good start?
- What techniques helped you discover the other party's needs and objectives?
- What did you say or do that was especially effective in distilling their concerns and priorities?
- What techniques did you draw on to illustrate your credentials and capabilities? (Anecdotes? Thumb-nail case studies? Displaying industry knowledge?)
- What strategies worked for you in conveying your willingness to help?
- Why did the interpersonal dynamics work so well this time?
- What can you take from this to apply in future?

These mini reflections or self-coaching sessions – even two to three minutes at a time – will help you improve your hit rate and make great performances a habit rather than an accident.

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03 / WHAT ABOUT WHEN THINGS DON'T GO SO WELL?

There are times when we feel like we've "blown" a difficult meeting or call. Instead of sighing, shrugging your shoulders, or getting depressed when things don't go well, use self-coaching to:

- put the situation in perspective
- analyse what happened, and why
- learn from your mistakes
- reduce prospects of repetition
- mentally rehearse better alternatives.

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04 / MORE PRACTICE

These questions may be helpful to run through after a less-than-successful meeting:

- Were my objectives realistic?
- How did I handle introductions?
- Did I encounter obstacles in developing rapport and establishing credibility?
- Did I use questions skilfully to obtain information and shape the conversation?
- Did I spend enough time coming to an understanding of my client's situation/problem before promoting my services/solution?
- Did I use consensus-building techniques throughout the session?
- When did things start to go off track?
- When things started to go wrong, what else could I have done to recover?
- Did I fall into any of the traps of making sweeping statements, exaggerated claims, not having evidence ready, arguing or debating, becoming dismissive, being embarrassed, not being forthright and clear, avoiding issues?
- Did I think about those options at the time?
- What other techniques might have worked to convey my capacity and willingness to help?
- What alternatives did I have to recover the situation?
- Think back to past encounters that had the potential to go badly, but didn't: what was it I chose to do which worked so much better?
- Given a similar situation in future, what will I do differently?

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Practice self-coaching after good (and not so good) business encounters to develop a habit of selecting more effective behaviours, and you will see substantially improved prospects of success.





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Many professionals are proficient in basic personal marketing skills such as networking, building contacts, identifying business opportunities, and presenting a positive and credible firm image.

While capabilities in these areas is great, they're just a small part of the spectrum of selling skills we can equip you with to become an effective marketer and stay ahead of your competition.

Learn how to consistently convert great opportunities into new clients and files!

Our offering includes, but is not limited to:

- Structured workshops
- Masterclasses
- Coaching for individuals and small groups.

Get in touch and find out more about how we can help you.

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NOTES AND ACTION ITEMS

A series of 15 horizontal grey bars for taking notes and recording action items.

