

# Put Me In Coach

RECRUITING | SALES | LEADERSHIP



*Heartfelt*<sup>TM</sup>  
network marketing

*You don't need anyone's permission to be a **success!***

*Shauna Ekstrom*

*Action Guide*



# Put Me In Coach

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## What is coaching?

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Coaching can be associated with athletics. Of course in sports you have the coach and the athletes. The coach teaches the athlete what to do. That is what we do in network marketing: we teach you how to be a better performer.

DSWA defines coaching as a bridge to take you from where you are today (right now), to where you want to be. Coaching can be a catalyst to move you forward, quickly! Training and coaching are imperative. Did you hear the stats?

1. Training - \_\_\_\_\_% retention rate in our business.
2. Coaching and Training - \_\_\_\_\_% retention rate in our business.

### What a contrast!

Coaching involves finding and asking the right questions that help you find answers. We all have heard the seven key questions, “who, what, why, when, where, how and how much”. Which question do we need to eliminate? \_\_\_\_\_

We can't use our agenda as the coach. What have to remember it is all about the participant. What is their agenda? The participant needs to WANT to be coached.

*Coaching is an invitation; it is not an expectation!* – Nicki Keohohou

The participant needs to give permission to be stretched and get outside of their comfort zone.

## Heart Centered Listening

Try to get what is coming from their heart; their seed of motivation. We need to train our listening muscle to include this type of listening.

Training can occur with a webinar, radio or television broadcast, even a book or a CD. It can teach us a skill. It is uni-directional. Coaching finds the blocks that keep the participant from moving forward. This can't be solved with training tools. It is all about listening to questions or concerns.

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An example is given from the Wizard of Oz. What does the wizard remind the main characters of?



How can you apply this to a coaching situation?

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## DISC Assessment Tool

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DISC is a personality typing. DISC is the fastest, easiest and most encompassing to understand. This test can be taken online. You log in and take a short test. Your results will in you being assessed as a “D”, “I”, “S”, or “C” personality. They can tell you how to approach a person in coaching. They think and act differently from you and others around them.

### “D” – Dominance

They are driven by what they know. They decide quickly. Solution-oriented, they want to get to the bottom line quickly and love results.

### “I” – Inspiring or Influence

They are fun people. They want to have more, fun would be at the top of their list. People-oriented, they love stories and like recognition. They want to be excited.

### “S” – Supportive

The supportive person is steadfast and they love teamwork. Security is valued. They like peace at all cost and steadiness in their business. They want to know how. They decide slowly and want sincerity. They are people-oriented.

### “C” – Cautious

The cautious people feels compliance is really important. Consistency, logic and details. They want to know what is in a product and the ingredients. They want to know everything!

When you start understanding the differences in personality types it helps you focus your coaching.

Coaching is founded on confidentiality and trust. There has to be trust and the coach needs to instill in the participant that it is a confidential relationship.

Coaching is NOT counseling, mentoring, consulting, or therapy. Coaching is a relationship and a partnership.

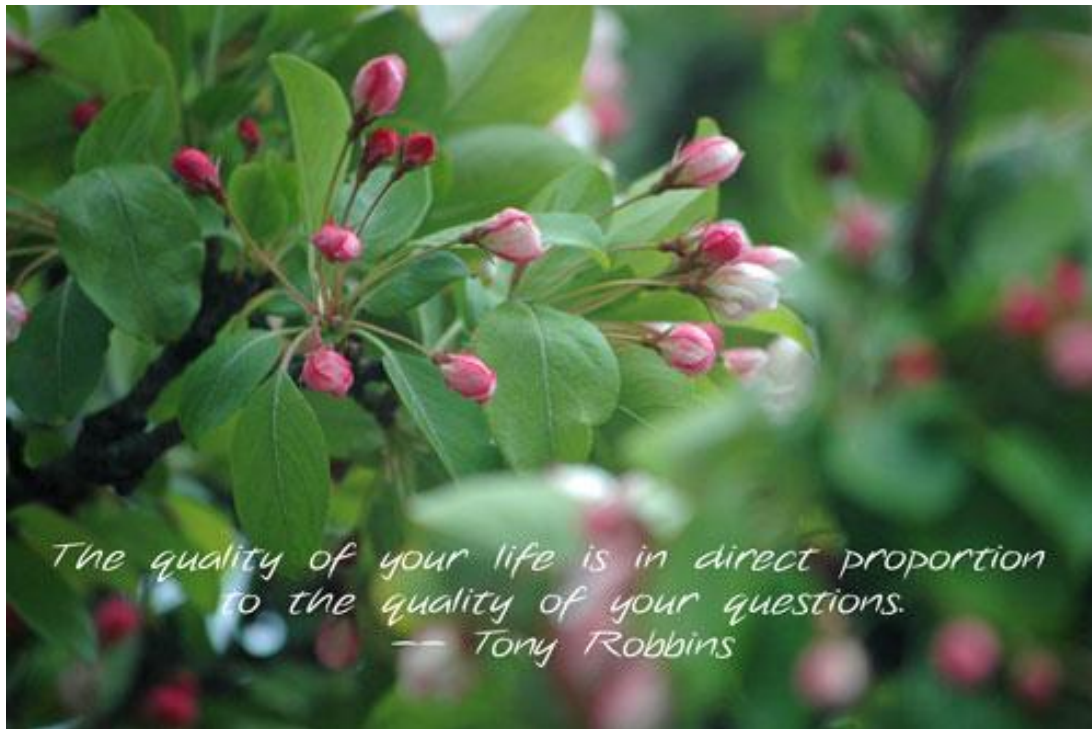
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Again, questions are vital in the coaching relationship. If you want better answers, you just have to ask better questions. Questions help establish clarity. People feel valued when they feel heard.



Training is necessary, but the second step, the next necessary step is the coaching and listening and active relationship.

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