



HOW TO  
COACH

ANYONE

60

IN  
SECONDS



1

**COACHING**

IS *ALWAYS*

ABOUT THE

**COACHEE**

**SEEK** TO

UNDERSTAND

THEIR POINT OF

VIEW **BEFORE**

YOU SHARE YOURS



"I'M HAPPY TO SHARE MY  
**OPINION** WITH YOU, TIM.

HOWEVER, YOU'RE MUCH

**CLOSER** TO

THIS SITUATION

THAN I AM,

AND I **TRUST** YOU,

AND YOUR JUDGMENT

ON THIS."

*"WHAT'S YOUR*  
***OPINION***

*ON HOW TO  
WORK THROUGH THIS  
IN A WAY THAT WOULD*

***ENABLE***

*YOU TO ACHIEVE*

*THE **RESULTS***

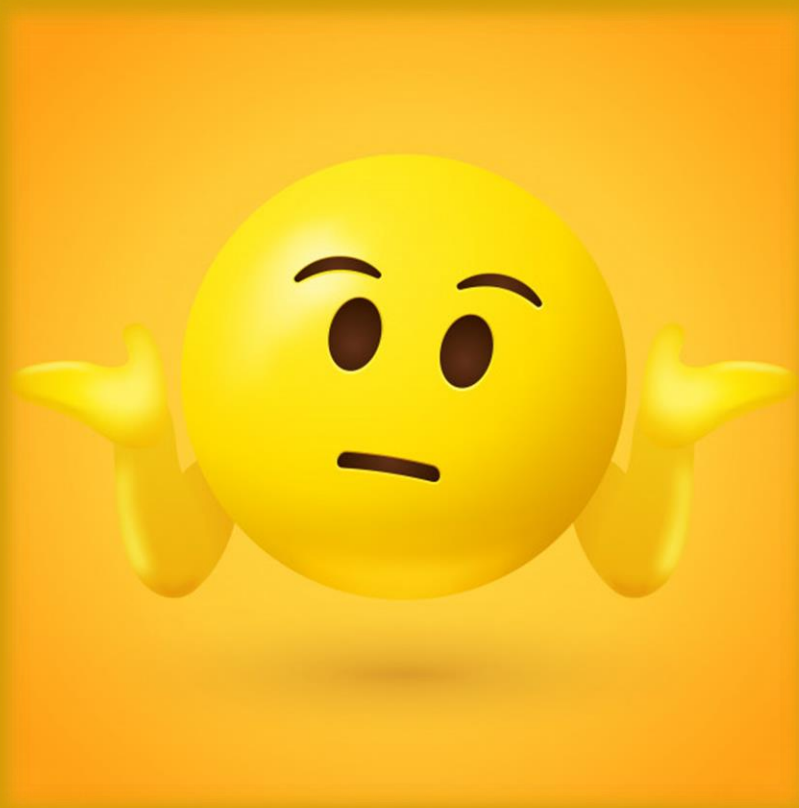
*YOU WANT?"*



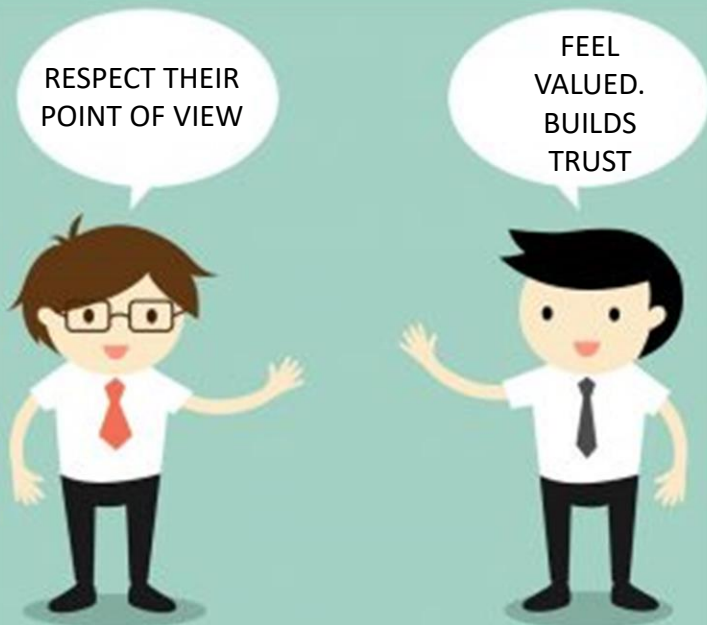
HOW TO AVOID THE

*"I DON'T KNOW, BOSS?  
CAN'T YOU **JUST TELL ME?**"*

DON'T  
TAKE THE  
BAIT



ASK FOR THEIR  
***OPINION,***  
NOT A  
***SOLUTION***



***SOLUTIONS***  
CAN BE  
RIGHT OR  
WRONG.  
***OPINIONS***  
ARE NOT.  
AND EVERYONE  
HAS AN ***OPINION.***

THEN CONTINUE WITH...

*"THANKS FOR SHARING YOUR OPINION.  
I REALLY APPRECIATE IT.*

*LET'S WALK THROUGH YOUR IDEAS  
TO SEE HOW THEY COULD WORK OUT  
IN THIS SITUATION.*

***THEN TOGETHER, WE CAN CREATE  
THE MOST EFFECTIVE SOLUTION  
THAT WILL ENABLE YOU TO  
ACHIEVE THE RESULTS  
YOU WANT."***

HAVE A **COLLABORATION**,  
NOT AN **INTERROGATION**.

NOW, JUST FILL IN THE **GAPS**  
OR REFINE THEIR SOLUTION  
AND THINKING WITH YOUR  
OBSERVATIONS, AS YOU  
WALK THROUGH  
THEIR IDEAS,  
**TOGETHER.**





IF YOU HAVE TIME TO GIVE AN  
***ANSWER,***  
YOU HAVE THE TIME TO  
***COACH***



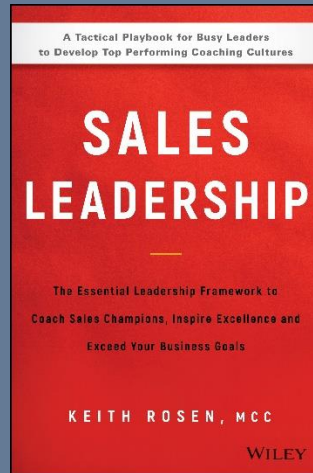
GREAT LEADERS CHOOSE *ACCEPTANCE* OVER *JUDGMENT*. WHEN YOU CARE ENOUGH TO SEEK TO UNDERSTAND AND RESPECT EACH PERSON'S POINT OF VIEW *FIRST*, YOU:

- KEEP THEM *ENGAGED*
- ACKNOWLEDGE THEIR POSITION OF *IMPORTANCE*
- REINFORCE THEIR *VALUE*
- BUILD THEIR *CONFIDENCE*
- STRENGTHEN *TRUST*
- CREATE PERFORMANCE *BREAKTHROUGHS*



**CHANGE  
STARTS WITH  
YOU**

# THE 60 SECOND SALES COACH



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- Develop the Habit of Coaching -  
The Official Language of Leadership  
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