

The Courage to Ask

Coaching Conversation Guide for Transforming Fear into Service

"I realized that not asking was actually selfish. I was protecting myself from discomfort instead of helping them through theirs."

- Chloe, after transforming from 70% to 115% of goal

Understanding the Core Issue

Discovery Questions for Your Team Member

"Tell me about a recent customer who seemed interested but left without buying."

Listen for: Hesitation, missed signals, fear-based responses

"When you sense a customer is ready to move forward, what goes through your mind?"

Listen for: Self-doubt, fear of rejection, concern about being pushy

"What does 'being pushy' mean to you? Can you describe a time you felt someone was pushy?"

Listen for: Past negative experiences, misunderstanding of service

"If a customer needs help making a decision, who's in the best position to help them?"

Listen for: Recognition of their expertise and responsibility

Common Barriers to Asking

Fear of Rejection

Reframe: "No" means "not now" or "I need different information"

Past Negative Experiences

Explore: "How is your intent different from that experience?"

Misunderstanding Service

Clarify: Helping them decide serves them

Lack of Confidence

Build: Start with small commitments

The Transformation Journey

- 1 Recognize the Pattern**
Help them see how avoiding the ask abandons customers at their moment of need
- 2 Understand the Stakes**
Explore what happens when customers leave without guidance
- 3 Reframe the Mindset**
Shift from "I'm being pushy" to "I'm providing needed guidance"
- 4 Practice New Approaches**
Role-play asking for commitment with service-oriented language
- 5 Apply & Refine**
Use new approaches with real customers, adjusting based on results

The Critical Reframe

From Fear to Service

- OLD: ~~"I don't want to be pushy"~~
NEW: "I want to help them make the best decision"
- OLD: ~~"They said they need to think about it"~~
NEW: "They need help working through concerns"
- OLD: ~~"I'll give them space"~~
NEW: "I'll offer the guidance they came for"
- OLD: ~~"Asking for the sale serves me"~~
NEW: "Helping them decide serves them"

Key Coaching Points

- **Buying signals are requests for help**
- **Silence isn't golden:** Hesitation needs reassurance
- **You're the expert:** They came for your knowledge
- **Time matters:** Delay can cost them

Practice Scenarios

Scenario 1: "We need to think about it"

Customer has visited 3 times, asked about financing, loves the home

"I can see this is a big decision. What specific concerns would be helpful for us to work through together right now?"

Scenario 2: "We're just looking"

Customer has been "just looking" for 6 months, keeps returning

"You've invested a lot of time in your search. What would need to happen for you to feel confident moving from looking to finding?"

Scenario 3: "The price is a concern"

Customer loves everything but hesitates on price

"Let's look at this together - what's your comfort level for monthly payment?"

Scenario 4: "We want to see other options"

Customer fits perfectly but wants to comparison shop

"That makes sense. What specific features are you hoping to find elsewhere?"

Language That Serves

Instead of avoiding, try:

- ▶ "What information would help you feel confident moving forward?"
- ▶ "It seems like this checks all your boxes. What's holding you back?"
- ▶ "Based on everything you've shared, shall we start the paperwork?"
- ▶ "I want to make sure you don't miss out. What needs to happen next?"

ROLE-PLAY OBSERVATIONS

30-Day Development Plan

Week 1: Awareness & Understanding

- ☐ Track every interaction where commitment could be asked
- ☐ Note what prevented asking (fear, timing, assumption)
- ☐ Identify 3 moments where asking would have served
- ☐ Complete buying signal recognition worksheet

Week 2: Mindset Shift

- ☐ Daily affirmation: "Helping customers decide is serving"
- ☐ Role-play 3 scenarios with manager/peer
- ☐ Reframe 5 past situations using service mindset
- ☐ Create personal "why asking matters" statement

Week 3: Skill Application

- ☐ Ask for commitment in every qualified interaction
- ☐ Use trial closes with 5 customers minimum
- ☐ Practice "concern discovery" questions
- ☐ Document responses and adjust approach

Week 4: Refinement & Confidence

- ☐ Identify your most effective asking approach
- ☐ Share success story with team
- ☐ Mentor another team member on techniques
- ☐ Set goal for consistent commitment requests

Measuring Progress

Behavior Metrics

- % of prospects asked for commitment
- # of trial closes per interaction
- Response to objections

Result Metrics

- Closing ratio improvement
- Customer decision timeframe
- Referral generation

"Sometimes the most loving thing you can do is help someone move forward rather than letting them stay stuck in indecision."

- Guy Melton