0:00 - Client 001

Travis? I've gone.

0:02 - Coach

It's going pretty well. It's telling me something good. What's going on in yours?

0:06 - Client 001

I'm talking the wrong person to ask for that, mate.

0:09 - Coach

I'm not sure about that. What's happening?

0:16 - Client 001

Well, I'm just dealing with this client that I just want to knock up against the wall. Just patience is a running thing, know. She's just crossing boundaries, sending me texts at six, seven, eight, nine o'clock at night, then emails at 10, 11 o'clock at night. yeah, just hard work, hard work. So that client I told you, I sent that email, you know, stating that, you know, you need to let us do what we do. We're all trained professionals. We do this every day. This job's, you know, nothing too bad out of the ordinary.

0:57 - Coach

Yeah.

0:58 - Client 001

think I got out of that conversation. again this afternoon before.

1:02 - Coach

Okay let's get a quick win on that or maybe two or three because if it's on your mind and you're about to have another conversation I want to make sure you're going to that rock solid. One thing I will say though is I don't know if you've noticed but I turn my WhatsApp off at five past five every day or no later than five thirty. I don't have emails on my phone and in fact I'll have a different telephone number for work than I do for business and that work number goes off.

1:38 - Client 001

Yeah I'm getting a new phone just for work. I've got to get a new laptop because Andrew comes back in the new year so I've got to get a new laptop so I'm going to get a new phone. My emails are always turned off because that was something that I learnt is that you don't look at emails until you have time allocated to look at emails. The only reason I see your emails is because I'm working so I'm seeing the emails. I was coming when I'm up work and obviously I just I don't action them, but it's just like apologies. Look at that. Yeah, but it is my private phone. You can't help but see messages that come in.

2:12 - Coach

Yeah, so what I'd encourage you to do, it's like if it's a horrible analogy, but if you're an alcoholic and you want to recover from alcohol addiction, it helps not to have beers in the fridge.

2:26 - Client 001

Hmm. Yeah.

2:29 - Coach

And so, you know, if you're working and you've got emails, I'd encourage you to kind of like turn off your emails until the time that you've decided you're going to check them.

2:38 - Client 001

Yeah, I don't know.

2:39 - Coach

pops up. Yeah, so just, you know, don't even open emails. That's how I do it. have no idea what's going on on WhatsApp emails. probably got a message or two from whoever, but I don't know. it's if it's out of sight, it's out of mind.

2:56 - Client 001

Exactly. that was a boundary. I'll learn when I was getting an email every seven minutes over a 12 hour period, so I just learned to turn them off and check them when you got time.

3:06 - Coach

Yeah, it's pretty much it. So what's ticking you off with this person?

3:17 - Client 001

Oh, I think it's just she's just draining. It's just the obsessive questions for unrelated things that she doesn't understand how it gets built. So it's like, she's like dealing with my apprentice, having to explain everything to her every step of the way. even all my subies are getting sick of it too, because they're like they're asking, she's asking us how are we going to do that, how we do this and why we're doing this and why we're doing that. And they're like, well, this isn't our first radio, we've been doing this for 20 years, we know how to connect up wires, we know how to do this.

3:54 - Coach

Yeah, what's what I'm what's my name? The reason I'm asking will become a parent soon.

3:58 - Client 001

Yeah, highly.

4:00 - Coach

H-A-Y-L-E-Y, I'm Okay, yeah, early while, yeah. Yeah. So she's asking many questions writing to the job. What's, to be annoying as a business coach, to make sure I get the right info here. What's wrong with that? Why is that ticking off?

4:24 - Client 001

Well, it's time consuming and it's drying.

4:30 - Coach

Yeah.

4:31 - Client 001

I can show you the response that I said to her. And then we had a quick conversation about it on-site afterwards. I think it was one of the last, yeah, I don't have to find it. But you go and I'll have a look.

4:47 - Coach

Well, I'm going to cheat a little bit, but we've spoken about this script before, Client 001, in terms of having a crucial conversation.

SCREEN SHARING: Coach started screen sharing - WATCH:

5:00 - Client 001

Now, as a bit of a recap, my definition of leadership is the willingness and ability to have a crucial conversation. Yeah. It's that simple.

5:09 - Coach

And so, there's a gift or an opportunity here. You get the chance to practice your skills in having these conversations because these conversations happen or need to happen all the time. And a real way to improve your life and business would be to have these more often regularly and more often. Now, I'm in a unique position in my role. I would have these almost hourly, which is quite extraordinary. So I get a little bit of practice. But even daily, I would be the expectation whether it's a small conversation with an apprentice, whether it's keeping a client in line, whether it's in a marketing context, sitting expectations with leads. This thing's going to come up time and time and time again. So having a process to kind of work through this is important. Now, that used to be good enough, but it's gotten even better. Our friend chat GPT. here's something I was typing away as you were speaking chat GPT you're a leadership and communications expert with over 20 years of experience for the rest of this conversation. You were acting as an advisor to Client 001 who has a difficult client. Hayley who was asking Client 001 many questions relating to the job responding to her queries is time consuming and engineering and then what I've said is the following is an example script that has been used previously to assist in your drafting and I've pasted the structure of what a conversation ought to sound like. At the end I've then said ask me five questions that will improve the response you'll be giving me and so chat GPT is going to ask you some questions Client 001 and we're going to kind of come up with a structure specific to the scenario that you might want to follow having a conversation. Any questions is it worth us doing very quickly what's your answer the question one here.

7:02 - Client 001

I guess the lack of understanding is that she doesn't work in the industry.

7:15 - Coach

Yeah, so what's a specific question and are there recurring things or patterns that could suggest a lack of understanding or alignment? Yeah, I guess she just queries.

7:30 - Client 001

Who does what all the time? So you constantly explaining the detailed schedule. She doesn't understand whether the line stops between one trade and another trade.

7:44 - Coach

Yeah. Yeah. Have any boundaries? And easy. Expecting us. She's kind of like expecting you to teach her everything.

8:02 - Client 001

Is it? Well, yeah, that's what we're all joking about that She's trying to get a diploma in management and then go out and be a builder after this job.

8:11 - Coach

Yeah Because then she'll come to meet me like I've youtube this and this is how they say it's done Yeah Feel like whacking the phone out of a hand and throwing it across the room Yeah, I'm not an aggressive person I get it that would be frustrating All right, so I'll just talk some notes there and type that in as if I can spell in the chat tpt uh so that's question one question two What boundaries have you set if any regarding communication with clients? How do you typically prioritize or respond to time-consuming queries?

8:54 - Client 001

Have any specific boundaries Yeah, look normally if someone's trying to call me at like five or something something. I just sent a text message. Sorry, I can't answer the call right now. I'm spending, you know, I've clocked off for the day and it is now family time. Please, you know, send me an email or give me a call first thing tomorrow. Okay, perfect. But yeah.

9:21 - Coach

So, normally somewhere is crumb. There is a standard voice message. Let someone know I'll get back to them tomorrow.

9:37 - Client 001

Can you set a time timer on your voice? I'm going to get a work phone anyway, so that'll be different.

9:44 - Coach

Yeah. Yeah, hold that thought because you're entering into like another another thing that would be appropriate here. But before we go there, so what's what's missing broken or not working as it relates to Haley because it's clearly not working in this case. We haven't told her any specifics how we're about when to call, we're not to call.

10:06 - Client 001

Well, I have on the phone before, said, well, normally after, after four o'clock, not a good time to get a hold of Yeah.

10:16 - Coach

4pm is not a good time to contact Client 001, but she's effectively disregarding this, is that what you're saying?

10:24 - Client 001

Yeah, pretty much. And there's been the occasion, I guess, where I've been an enabler, and I've answered the call afterwards, because I've been driving or something, being like, oh, I'm driving, I might as well take it. So I guess, you know, it's not all heard of blame too, but...

10:44 - Coach

Well, fair enough, but let's just see where we're going with this. Questions three is perception empathy. How do you think Haley perceives your responsiveness to her questions? What might be her underlying concerns or motivations driving this behaviour? If you don't know, don't know, you don't need to have an answer, but...

11:00 - Client 001

It's a lack of experience in this situation, her ability to be able to elect somebody else take control.

11:12 - Coach

Yeah.

11:13 - Client 001

Her husband even made a bit of a funny comment one day.

11:19 - Coach

Yeah. Okay. Question four. Desired, what is your ideal outcome for this conversation with Haley in terms of improving improving efficiency while maintaining a positive client relationship? What would be your desired outcome if it all went well, if you just leave your alone and get slept, you do the job, I imagine.

11:37 - Client 001

Move out of the house for two more weeks while we finish.

11:40 - Coach

That'd be great. Yeah.

11:43 - Client 001

No. All right.

11:45 - Coach

Just a second. Oh, so she's literally on the site when you go Okay.

11:50 - Client 001

You live there.

11:51 - Coach

Yep. So every morning, turn up.

11:54 - Client 001

She's going in and talking to me about the emails and the text messages. She sent me and we go through the schedule every single day.

12:00 - Coach

day.

12:00 - Client 001

Yeah, probably no point send an email is that late at night if we're just going to talk about it in the morning. So that's probably better and then send an email just to recap our conversations if you'd prefer.

12:18 - Coach

Yeah. Okay, and question five. Are you open to offering instruction solutions such as designated time for addressing questions or creating an FAQ.

12:32 - Client 001

Well, yeah, we've had site meetings at crucial points and that should be the extent of it, but it's just every day now. Yeah, but we should be done next week. I've held it together this long. That's just at the point now, where she's got her dad doing some painting. And I told her that we shouldn't be letting him on the job site because he's not a contractor, he doesn't work for me, it's my licence, it's my insurance on the building and he shouldn't be there. But to get it certified before Christmas, that was kind of the agreement, but now I'm kind of, he was on the phone before going off like a pork chop, so I'm kind of on the verge of being like, you know what? I'm sticking to my guns on the builder, you're not allowed onto where I finished the job and handed it over, then he can come and think...

13:30 - Coach

Exactly. Let's just see how, you know, following how this conversation might go. It's going to draft a tailored script for you to kind of practice or get your head around Client 001, that's structured to this scenario. So, Hayley, listen, I don't want to, I want you to know, I kind of appreciate your interest in understanding the work that we're doing and your enthusiasm for the project. You know, it's clear that that you care deeply about the quality of outcome for this job, which we know you were on the same team. That said, it's important to ensure we're maintaining a professional balance here. I don't want to give the impression that your input isn't important or that we don't value your engagement. However, it's essential that my team and I are given the space to focus on what we do best, delivering a great result without unnecessary distractions or delays. Now, we're misaligned, Haley. I've got to be honest. We're misaligned right now. And so, let's just have a moment to explore where we might be experiencing that. I understand you have a strong interest in learning about the process and ensuring everything's done right. That's natural. At the same time, there's some points of friction like our first communication or frequent input on site. You know, your dad on site when that's actually not appropriate at this point. And it can make it harder for us to do our work and stay on track. What's most important in the situation, for example, is it about wanting to be a reassured, have clarity on speed? to expect steps or something else. Be helpful to understand your perspective so we can find a better way forward and I want to be clear we need to find a better way forward.

15:09 - Client 001

We wrap this up.

15:18 - Coach

So what do you thought? I won't read it all word for word Client 001 but this here I would say becomes your best friend in terms of how you might approach this.

15:26 - Client 001

Yeah. Yeah.

15:29 - Coach

And regardless of how this kind of goes the bigger picture here is remember every problem or challenge can be turned into a gift or an opportunity and this movie is not you know you're going to have sequels to this movie.

15:43 - Client 001

Yeah I know.

15:44 - Coach

You know the client's going to have team members as you grow you're going to have all sorts of sequels to this movie it's going to be a whole franchise. so you might as well get the gift of power which is seeing this problem as a weight in the gym against which you're do you get to build these muscles? What is the gift of these muscles growing? Well as a result you've become a better business owner. So it's annoying as hell I get it but it's actually a real benefit for you. This is happening for you not to you because the sooner you get to do this the sooner the whole lid improves in everything.

16:22 - Client 001

lid gets taken off.

16:25 - Coach

So be grateful for Haley's service she's going to help you out and to some extent it's a a blip in the grand scheme of things but um I'm almost going to suggest you have to do this come what may because it's forcing you to be better.

16:41 - Client 001

Yeah yeah I know that yes still doesn't change the emotional drainage in us all but oh yeah well um

17:00 - Coach

you know, that's the thing, you know, it is emotional drain. What's that worth? What's the cost of just walking around and with the haly on the shoulder kind of thing?

17:08 - Client 001

Well, that's it. Like I got to site two hours before concrete and she comes out with, you know, paperwork and a clip on her phone wanting to chat my ear off about something and make haly, got one quick coming. I can't, I can't allocate this time to you right now. I said we spoke about this yesterday afternoon. I told you this morning that this is where we're at with it. I'll have to get back to you once we've done this concreteing. No, not that good. Oh yeah, it was the first time she was silent. around and walk back to the side.

17:49 - Coach

Excellent.

17:50 - Client 001

is aligning at the same time in or it's relevance or it's more awareness as the PI or training that we're going through. You know, setting those boundaries, you know, you learn from them, they learn from you, you're helping them out, they're helping you out.

18:10 - Coach

Yeah, yeah exactly, you know, wherever this lands, I think, you know, you'd be, you know, your licence, as you said, on the line, it's kind of like, listen, it's your house is my building site, Haley, which one of us is the licence builder?

18:30 - Client 001

Yeah, that's it.

18:32 - Coach

Ads off site, not happening. I'm happy to tools down, it's your choice, but we can walk off site and be tools down if you want to make a scene of it, I'm not risking it.

18:40 - Client 001

Yeah, that's it. Yeah, I think I'm going to come back to and just be like, give us tomorrow, we'll leave site, we'll take our signs away, everything away, you get it and then we'll come back and finish it once your dad's done, and then book the circle up the knee, like it's just not worth the risk.

18:59 - Coach

Yeah. So, where's the resistance if any Client 001, where are you feeling uncomfortable with, I just sent the script to you by the way, let's preempt your own saboteurs here, what saboteurs might come up for you as you embark on this?

19:14 - Client 001

Oh, well first one would obviously be the pleaser having a difficult conversation, which and then, yeah, I guess like, the judge, well, he's everywhere, so I guess he'd like the pleaser, you know, you get to the point where he pleases so long, then your boundary gets overstepped and then you get angry and frustrated because you haven't spoken up.

SCREEN SHARING: Coach started screen sharing - WATCH:

19:54 - Coach

Exactly, becomes resentful as a result of your losing side of your own needs kind of thing.

19:59 - Client 001

Yeah.

20:00 - Coach

And again, all of these are positive qualities, but when these things go too far, to put it properly, people take the piss.

20:08 - Client 001

Exactly, yep.

20:10 - Coach

And you let them.

20:12 - Client 001

Yeah, yep. That's why I've been more aware of lately since going down this journey.

20:20 - Coach

Yeah. You know, empathizing and giving to others is a wonderful choice, but it can be your greatest strength personally or professionally, it's important to realize that the pleaser when they're giving it's conditional, it comes with a personal agenda to be liked or loved back.

20:41 - Client 001

And it's ultimately about you, Client 001, to put it bluntly, the other person. Yeah.

20:47 - Coach

You're doing this because you wanna be liked by other people. Whereas the sage choice is unconditional. The joy is actually giving no returns necessary because you're already, perfect. You got nothing to prove to anyone yourself, you don't need that back, you just got to know it's true. And it is nothing to prove to anyone man. That's one perspective.

21:29 - Client 001

Yeah, all right.

21:34 - Coach

So, um, every know is a yes to something else Client 001. When you're kind of derailed on site here, you're, uh, letting go of something else that you could be doing to it.

21:52 - Client 001

It's the business to kind of move the needle forward kind of thing. Yeah.

21:57 - Coach

So, you have my absolute permission to say No, effectively in this case. In fact, everyone know is a yes to something else. You have to kind of let it go.

22:06 - Client 001

Yeah, well, I let clients go from time to time.

22:13 - Coach

You know, once every probably six months, I'll have a scenario where I'll say to a client, I think we're both best to go as separate as now. It's usually a client who's in the first month or coaching. It's rarely happens after that.

22:25 - Client 001

But no one client is worth derailing everyone. No, that's it. I don't even submit quotes if I get that feeling from the side attendance. I just let them know, look, I think we're going to be too busy to fit your project in. Or I don't think it'll be a good match for this project.

22:48 - Coach

And so this is going to sound little you can either blame Hayley, or you can learn and accept the...

SCREEN SHARING: Coach started screen sharing - WATCH:

24:00 - Client 001

debrief on what the outcome was and what steps were put in place to ensure it doesn't happen again.

24:07 - Coach

Okay, sounds good. Knowing the please is going to come up Client 001. What are you going to do when it comes up? You're about to call highly, you're about to have an uncomfortable conversation. You feel that pleaser, what you going to do about that?

24:34 - Client 001

I just you just got to not do it like you just got to set the rules because at the end of the day that's you're pleasing yourself then you benefiting yourself and you're setting some rules for everybody.

24:48 - Coach

Yeah, how old's your youngest child Client 001?

24:52 - Client 001

Ten months.

24:54 - Coach

And your eldest?

24:56 - Client 001

Three. It'd be four and seven.

24:59 - Coach

Okay, four and seven. Okay. If someone was kind of annoying him on the playground, would you hope that he'd be able to? Maybe not now, but in a couple of years, what advice would you give him?

25:14 - Client 001

Yeah, tell him not to.

25:16 - Coach

Yes. Make sure you deal with it, stand up for yourself.

25:19 - Client 001

Yeah. those boundaries.

25:21 - Coach

So all of the things that you tell your old kid, I'm going to encourage you to tell yourself before you have the call.

25:28 - Client 001

Yeah, actually, um, listening to that PI today is saying to look at everybody as if they're a five-year-old. And that's their question. And then I was like, including yourself. Yeah. And I was like, well, actually, yeah, I'll do some great parenting with my kids, but I ain't listening to any of that at once.

25:47 - Coach

As much as I like to think I do, but I like, no, I don't. It's a good business test. You know, this is, that might be a small comment, Client 001, but that realization that you said, personally changed my entire life.

26:02 - Client 001

I took that really seriously. It's like, how can I even call myself a father if that's true?

26:12 - Coach

I'm going to be kind and realize that I'm never going to be perfect. there's no better worthy ideal than striving to treat yourself and tell yourself the same advice that you would expect and you would tell your younger version of yourself or your kids. yourself to that stand. You're not always going to be perfect, but that is your North Star. Even when it's uncomfortable, if you as long as you're doing that, you can look your kid in the eye and say, hey, I did that today. And that's what I would have told you do.

26:43 - Client 001

Yeah, it wasn't about what we did.

26:46 - Coach

You know, come what made, you know, I've often said, well, hey, know, I could be homeless one day, whatever. But as long as I can say, hey, I went for it, I went for it. I did the right thing. I went for my dreams. And I and tell you to do the same.

27:01 - Client 001

Come what may I give a ?

27:03 - Coach

That's the standard I hold myself to.

27:05 - Client 001

Yeah.

27:09 - Coach

So, I encourage you to take that perspective into the conversation.

27:16 - Client 001

Yeah. Okay.

SCREEN SHARING: Coach started screen sharing - WATCH:

27:26 - Coach

Uh, believe we had some other homework today, Keras, to go through from last week. were telling me you were going to implement a new lead qualification process. How did you do that?

27:36 - Client 001

First of all, done or not done.

27:38 - Coach

Did you do that?

27:39 - Client 001

A lead call, I started working something out and gave a, I'll show you, I'll just show you. Picture.

27:49 - Coach

Okay.

27:52 - Client 001

Picture painted the other words, right?

27:56 - Coach

It's one of my favorite subjects, so let's, uh, see.

28:02 - Client 001

So I just started working on something that I can start tracking, these are the sources, leaves accepted, how many actual interactions that we've had was payment discussed for quite, if so how many agreement for payment, that way I didn't do any, we'll get to that in a but that way I can track what the data is going to look like based off those conversations.

SCREEN SHARING: Client 001 started screen sharing - WATCH:

How many sites visits, how many quotes were submitted and how many quotes to be submitted. that's a way of tracking what we're And, you know, before I accept the lead, I've just started working out what's my criteria is the project within the working zone is the scope of work to size it and clear, so it's not all we're thinking of doing this and that. and it may be some of this as well, just scrolling through all those types of leads. They've been pretty slim pickings for leads in the last week. I think just everyone's getting ready for Christmas and now it's really lodging work for Christmas in the new year, which is also why a lot of the jobs weren't like big detailed jobs. So a lot of them we could just, you know, I've got templates set up so we could do desktops. But I did start having these conversations. haven't finished lining them all out. started putting them in here from what we wrote out the other week. So I started having these conversations and yeah, it's quite a good game changer because it really deciphens whether or not one, you're even going to bother to go to site or two. If there's enough information to quote it, how much effort you're going to put in, you know, you just work out a rough meter and I've got, this is what you're looking at. You know, if you're interested to go further and you want to get going with it, then we can burn up for you based off, you know. I saw an attendance and then, you know, we'd go from there.

30:03 - Coach

Right. So, um, that's excellent progress. So well done. So what am I looking at here in terms of data, leads come through through high pages that you accepted?

30:15 - Client 001

Yep.

30:16 - Coach

interacted with four of them?

30:18 - Client 001

Yep. four of them I've spoken to?

30:21 - Coach

Yep.

30:21 - Client 001

Um, out of the four, we went to two site visits. Yeah. I've only submitted one quite so far, but the other three, uh, can submit without going aside. Well, other, the other two, I can submit without going aside.

30:39 - Coach

Okay.

30:40 - Client 001

Yeah. And how did you determine it was appropriate to go do a site visit? Um, well, one of them was the client, it would just had that conversation and they're a bit more old school and with that face to face where I got the feeling that they actually wondered an experience, not just a quite so it was that, you know, a relationship that, you know, they wanted someone that they could work with and have that vibe with. So I sort of thought, look, that's a good opportunity that's going to get us in the front runner. And they were wanting to kick off first up in the new year. So that was, you know, ticked few of those good boxes to, while we had the capacity to put that extra effort in to try and win it.

31:22 - Coach

What was the size of the project?

31:25 - Client 001

Oh, well, that was about 15, yeah, 15 grand. The quote was literally just putting in a couple of dimensions and it spattered out. was a pre-built group. So the quote took me maybe five minutes to do.

31:39 - Coach

Okay.

31:41 - Client 001

So, and then the other one that I went to site, that was only sort of 15 minutes up the road from home. Again, a bit older couple, know, not so good with the technology and things. So it was up the road and that one's probably, you know, only about five or six grand. So that, again, had that. report on the phone that, you know, you get a good feeling with someone that they're looking for, someone that they can work with, not just the cheapest quote. So yeah, that was the qualifications for them. The other two, not only were there a long way away, but there was enough information on the lead that I could just punch a quick quote through, which wasn't going to take up time. So that was the reasoning behind that, and obviously to try and get through as many quotes as possible between now and the new year.

32:32 - Coach

Okay, great. If I can, so just a couple of suggestions on that, small hinges, swing big doors, if I can kind of give you a quick win on this as you're already rocking and rolling, I think that'd be useful. So in terms of what we're really doing here is budget authority need and timing. In terms of when they say that timing flexible, I think that could be inappropriate. I did one of two ways, as in, and I'll be honest because this is something that you'll hate hearing this, but it's relevant because my wife's currently, she's got this mindset of we're going to transform our entire yard front and back into all sorts of funny things at the moment. And so I can, I can kind of talk from a customer going through this, we've got all sorts of strange people coming through their house to do these sorts of things. And I can assure you it means two things, I'm flexible either means I'm definitely going to do this, but I'm just not sure in terms of timing. It can also mean, and I've got to be honest, I'm probably more than this spectrum, it can also mean I'm flexible because I don't really know if going to follow through with this.

33:46 - Client 001

Yeah, yeah.

33:50 - Coach

So if I can help you sharpen this up little bit, when are you going to get started with the project? If they say the latter, can I just confirm John, have you both definitely decided to do this and you're kind of not sure when you'll get started or you're on the fence, or are you still kind of 50-50 years to exactly, you know, whether not you're going to pull the trigger on this? I'd be direct about that. Are we doing it? Definitely. Have we committed to this? Or are we kind of still not sure?

34:21 - Client 001

Yeah.

34:23 - Coach

Because I can assure you from personal experience on the other side of I'm flexible in my world means I really don't even know if I'm going to do this.

34:32 - Client 001

Yeah. Yeah. Obviously polish that up a bit, but yeah, that's a good point.

34:39 - Coach

So there's these dudes coming to our house to kind of like quote us up and I'm thinking, man, if you're a client, I'd be encouraging you to not do that.

34:50 - Client 001

Because you haven't figured out, are we really, what is truly our timing here?

34:57 - Coach

Are we really committing to this or are we not on a scale? What's all, assuming, a great question is, assuming price wasn't an issue, you definitely going to do this, or are there other factors that will contribute to whether or not to go ahead?

35:13 - Client 001

Yeah.

35:15 - Coach

There's one criteria.

35:17 - Client 001

Yeah. That's good.

35:22 - Coach

Any questions on that?

35:24 - Client 001

No. No. That's very valid. Flexible can be both ways.

35:30 - Coach

Yeah. Exactly. So, small interest swing big doors, that would be enormous. I won't invite anyone to a complimentary coaching session unless I really sense that.

35:44 - Client 001

going to do this.

35:45 - Coach

If they're like, well, I don't really know. I think I just need a consultant, and I don't really, you know, if they give me all sorts of things, I'll just say, okay, but watch our presentation. And if and when it, you feel it makes sense. Give us a call back and we can book in another time. I don't conical first. Well,

36:00 - Client 001

because like you my slots are valuable yeah all right next thing Client 001 small hinges swing big doors want to roll here for the site visits that you did the two of them what did you say is the next step I'll give you a quote I shoot yeah yeah it was um I'll flick I'll send you guys a quote and yeah we discussed you know start dates so yeah send them a quote let me know got a few other quotes out in up in the air so first one back with the you know agreement form and deposit gets the slot okay and when the quote comes across what happened sorry what happens after you send the quote across usually I send it at not on and then or if it's during the day I'll send a follow up message to the mobile just just let And I know that, hey, the quote has been said. Reach out if you have any questions. And then I'll normally give that a day. And if that responded back to it, I'll give them a call.

37:12 - Coach

Small engines, swing big doors. Can I suggest an important change that you absolutely have to make? If you hit stop sharing, I'll show you what.

37:22 - Client 001

Right.

SCREEN SHARING: Coach started screen sharing - WATCH:

37:25 - Coach

Now, we're friends, scouts, honor. If you ever meet Mr. Andrew, you didn't see this. But here was the next steps from a complimentary coaching call or a site visit in my world that I did today. It was trek to send over coaching agreement details for the silver program level. That's the equivalent of your quote. He's going to review and consider it over the holiday break. We're going to, we've reviewed a follow-up call to discuss the details and potentially start in January. And so that step there is the thing that you must do moving forward, In other words, I've sent my quote, here's what that looks like, here's the agreement, here's the guarantee. look forward to speaking with you on Friday, if I don't hear from you prior to answer any questions and decide if it makes sense to proceed, I'll shortly send you a calendar invite with the details.

38:26 - Client 001

I just schedule a time to call them within the email when I send a quote through.

38:33 - Coach

Not just in the email, verbally, when you're with them on site, you mentioned to them, okay, here's what I suggest we do as next steps, I've got an idea, I'm going to do is, with your permission, I'm going to sit back and put together a custom quote. Now, if I was to send that over to you, realistically, how long do you think you'd need to think about it? And they'll say, well, probably going to need, you know, get that over to us in 48 hours, probably until the end of the week. Okay, great. So what I'd suggest we do then is put some time in our diaries for a quick 5 or 10 minute phone call. You're going to want to have a chat about me without me in the room. You're going to want to obviously review the quote, have a sleep on it. But what I suggest we do is book 5 or 10 minutes in the diary now at a certain time at the end of the week. You'll have a whole bunch of questions. I want to make sure I'm available for you to answer any of those questions. And we can basically, I'll answer the questions as best I can and we can decide together on that call if it makes sense or not to proceed. How does that feel for you? Then you must do that verbally and then back that up within the email. Like the quote, critical, critical, important step.

39:39 - Client 001

It's like the most important step.

39:43 - Coach

Why is that important? Cause why do you think it's so important that I'm making such a big deal on this?

39:49 - Client 001

Well, I think you've set the expectation that that's what's going to happen. And then you're also holding them accountable to actually look at the quote and come up with a yes or a nigh and

40:00 - Coach

Obviously, on a reason why, why no, exactly, the other important reason as well is whenever you start to now follow them up and chase them and call them, you're diminishing your value as an expert.

40:18 - Client 001

Yeah, because heart surgeons don't don't follow up, they don't chase.

40:24 - Coach

Hmm, specialists don't chase. Valuable providers don't chase. You know, if you went into a Rolex dealership, they're not going to call you the next day, oh, did you decide to buy Rolex? Please, please, do you want to become client?

40:38 - Client 001

we sell you a Rolex?

40:40 - Coach

It diminishes the value of the brand if you do that. And so it protects you, not only does it protect your time, you don't need to follow up because it's already been agreed, but it maintains your status as the expert. I'm not going to chase you with agreed to a time which is very sensible. I'll be there at that time to answer questions and we can make a decision together if it makes

41:00 - Client 001

Thanks. It's a no, that's totally okay, but let's just make a decision. Yeah.

41:07 - Coach

Is that fair enough?

41:08 - Client 001

Yeah, sounds good.

41:11 - Coach

I'm rabbiting like you're this book. It's a must.

41:15 - Client 001

The next send quote.

41:17 - Coach

Is that helpful?

41:18 - Client 001

Yeah, I've written that down. Next step. Send quote. How long would you need to think about it? Put time in our diaries, chat about the quote, and then follow up for this per discussion.

41:34 - Coach

Perfect.

41:36 - Client 001

Perfect.

41:37 - Coach

now you maintain your position as the trusted advisor as the expert.

41:44 - Client 001

And you save time. don't have to follow up. Yeah.

41:50 - Coach

You also do them a favor as well, by the way. Because it forces the client to actually get off their and make a decision.

42:00 - Client 001

Yeah. Yeah.

42:04 - Coach

Sorry, Chris. cut out. Renovations in particular. It's a nice to have. You don't have to have it. a bit like coaching. It's a lot of periods. helps you get there quicker, you know, for everyone. And so what you're doing is you're forcing them to make a decision, which is good for them. Are they really serious about this? Hmm, wouldn't Yeah. Any questions?

42:27 - Client 001

No, no, that's good.

42:29 - Coach

All right. I'd add that to your wheelhouse. Watch the results change.

42:35 - Client 001

All right. Getting a full wheel house right now. I think I'm mentally tapped out for the year.

42:42 - Coach

Holy jeez. Been a big year for you.

42:46 - Client 001

Oh, massive.

42:48 - Coach

Been a bit cool to for you. come along way pretty quickly.

42:52 - Client 001

Well, this financial year, I was looking last night. We've turned over 450,000, nearly 100,000.

42:58 - Coach

we did last year. Yeah, wow.

43:04 - Client 001

Yeah, I've just got to reel it back in, more controlled, fast afraid.

43:09 - Coach

Time to the chaos at this point as we go, you know, that's what we're talking about.

43:14 - Client 001

That's it.

43:15 - Coach

That's it. Yeah.

43:16 - Client 001

I was actually playing around with the business model as well, although, so I'm in it a quite for deck the other day, and I was talking to Mike, I've got a good mate, he's a quantity fingers in every pie, he's a building consultant, he's everywhere, he's all over the country, owns three companies, used to work full-time as well, so good guy, so I just hit him up on my mate. This price seems way too expensive, and he's just rattling everything off his head like, yeah, we can do that. Yeah, that's good, that's good, that's good, but then he was talking about the guys that do decks, so he's worked as a consultant for one of these deck guys and helped them build a recipe in there, I'm quoting software, so you literally just go above ground, on ground put in the dimensions and it'll just spit out the whole quote and he says they've got it down to such a fine art that it's you know they're very competitive very like against like builders like myself very competitive and quotes take next to no time they can give them a price on the coin yeah look you're looking at roughly 1250 square meter how many meters yeah there's your price you want to do on a formal quote we can send one through and go from there so and I was like oh that's probably not a bad model we could have a look at you know what we're looking for work that could be something else that we could look at you know tackling I just don't have much data to pull on how many leads and how many wins and losses but if we worked on our 20% strike rate for projects then we could work off that and get at least then I'll have the recipe or built and the actual quote itself won't take long and then when we're doing these crucial conversations with the client you know I work out what the meterages is And then we could pretty much give them a ballpark. We could be like, look, you're looking at it approximately this much based off it unseen. Did you want to proceed further? Or is that more than what you wanted?

45:10 - Coach

I love it. I love that as an idea for you. As long as it's not, you know, hours and hours of a project for you to come up with that tool. No, I got you.

45:19 - Client 001

I'm 90% there with the quoting part.

45:22 - Coach

Yeah. You know, I'd almost suggest, even if you didn't have a conversation today, what you're thinking of doing. This isn't binding, but I think it's going to start from anywhere from five to $30,000. Before I suggest what we do next is that range consistent with what you were thinking of spending or investing in this project.

45:45 - Client 001

Yeah.

45:46 - Coach

And if they say, no, five grand starting point, that's too high. Well, then there's no point sharpening up the saw and going and offering a site visit.

45:55 - Client 001

No, exactly.

45:57 - Coach

You know, it's not binding. But it's my word. Buddy Mecca, this is something you might want to do anyway, even if you don't have a fancy tool. You know, based on our brief chat today, like projects of this type typically come in any way from A to B, is that level of price consistent with what you're thinking for this project before kind of sharpen up our pen?

46:16 - Client 001

Yeah, yeah, I'm liking that, like get the project idea, then we can, of going back, when are you hoping to get the project started, we just slotting number two, being like, well, this is going to be your ballpark figure, shall we continue talking or, yeah, we move on.

46:32 - Coach

So the Bant Budget Authority Need and Timing, that there, your four check point?

46:37 - Client 001

Yeah.

46:41 - Coach

Oh, brief overview today, sorry Client 001, think I got out, Bant Budget Authority Need Timing, that's your budget question, you know, this is going to be a really wise John, but I've got to say this before I suggest what we do next. It's going to start from, you know, can definitely sharpen up my pencil on this, but it's going to start anywhere from 10 to 15. grand. Is that range consistent with what you were thinking for this? Perfect. There's your band. Oh god, that hurts, know, 10 grand. Well, you know, if you drive into a Ferrari, don't say this, but if you go into a Ferrari dealership and your budget's 50 Mazda's that way.

47:18 - Client 001

Yeah.

47:19 - Coach

Anyway, so I'd encourage you to do that anyway.

47:22 - Client 001

Yeah, I think I might try and tackle some decks as well, because they're pretty easy. One of the other things I learned in my insurance days, and this is why I like the smaller projects. like to try and keep a project under 30 days.

47:39 - Coach

Yeah.

47:40 - Client 001

are shown that once you've hit a project over 30 days, the customer forms relationship with you and they become familiar, and then they feel the need to be talking to you and being part of what's going on, which then makes the job take longer. They talk more, they ask more questions to become more familiar and that professionalism then sort of starts.

48:03 - Coach

Yeah, you raise another point there Client 001, in terms of making the phone ring generating the work, just as another quick win. Everyone overlooks this and I've, for what it's worth over, looked this for a long time as well until I figured out it was a gold mine. I think I mentioned to you I get quite a lot of business from referrals as well as Bach, which is kind of like high pages. used to do this, but I now have a guy that does this, but there's no reason you couldn't do this as part of your sales process is circle back through the old leads and have a short five or ten minute script to call them back. I'm calling you because you submitted an online inquiry on high pages six months ago. Do you remember? can see you're interested in doing some landscaping back then. I'm just curious, did you actually pull the trigger and move ahead with that project or are you still on the fence? I won't pull up the CRM and show though you, but we're booking in two people a day at this point. I got a guy in the Philippines doing this for me and he's crushing it on just, I've got a contact base of like 700 bark people from years ago that he's just churning through.

49:13 - Client 001

Wow. Yeah.

49:14 - Coach

Actually, I didn't move ahead back then, but I'm glad you called.

49:17 - Client 001

I might be interested. Let's have a chat. Yeah.

49:20 - Coach

So they're not dead, you know?

49:25 - Client 001

Yeah.

49:26 - Coach

So it is a good use of your time. If you want to kind of, you know, make it rain, I'd encourage you to do that activity or at least block out some time. You know, maybe it's three or four hours a week at this point to circle back. Just checking in, John, you know, you might have pulled ahead, but did you not finding someone? Oh, . No, we didn't. But I'm glad you called. This is what it sounds like.

49:50 - Client 001

I'm glad you called.

49:53 - Coach

I'll be mean to do it. But we're you know, we're too busy. You know, renovations in particular. It's a luxury service. Everyone. not swine over glass of wine and goes online and submits high pages for them. Yeah, we'll get the back deck done but then they wake up the next day and then they got work and the kids and all of sudden what felt good after two, you know, bottle of salve now doesn't seem so attractive in the morning when reality hits but it's still in the back of their mind at some point in two, three, six months down the line. But it is a numbers game. You've got to kind of have the right mindset. If I make 10 dials in an hour or I'm probably going to book in a site visit, I don't know which 10 names though so I've got to roll my sleeves up, get ready for rejection and call 10 people because I don't know who the princess is. I think now would be a great time to do that by the way, the good use of your time if you're looking to make it rain, you're wanting to get juice out of high pages, go back through the database.

51:00 - Client 001

yeah it's not bad idea yeah I've actually been thinking to on another matter of you know getting that up is up work up work and yeah up work yeah yeah I was having a chat with Andrew and we started having play dates at daycare but our youngest has the worst separation anxiety we've ever seen like when Andrew she can't even sit next to her without her needing to be held and when she walks her way she just breaks down and screams so I think realistically the productivity that's going to be achieved when she does come back is going to be next to nothing really basically we set the rule out I'll settle as if you can do invoicing and payments you know that's fine that's a huge help for me right now but then I was like Realistically, we should probably just put on that EA to fill that void, because realistically, the productivity is not going to be there.

52:11 - Coach

Well, you and I can relate to that comment, Client 001. Love my wife to bits, I ain't relying on her to do in this business.

52:22 - Client 001

Yeah.

52:24 - Coach

And that's no disrespect to Andrea or Nadine who's wonderful. I don't want her really to need to do anything. But I put that monkey on my back and I said, all right, if I'm not going to get any family help, what do I need to do to make it so that she doesn't have to? And yeah, that was the impetus for me to pull my finger out and realise, hey, I've got a kind of if she wants to help great, but I'm not going to be a farmer. So therefore I do about that. I think you've just told me the same version of that story.

52:51 - Client 001

Yeah, exactly. And then when she does come back, but she doesn't need to be playing around with paperwork and other menial tasks, she's got much bigger goals and attributes that she brings to the. Company to push so that'll free her up to do that with that having set deadlines and extra stressors on it Yeah, so you're probably looking for Someone who not only has executive you know EA experience, but also can pick up the phone and speak to some old leads. Mm-hmm. Yeah And that's when that's what I was thinking to I'm like well actually that'll be a good job as well Even both getting on the phone's calling drumming in somewhere because I I really need to sort out my license class in like there's some work We've been doing that's outside of our class just because it's sort of landed there and we're taking the opportunity So I need to also find a nominee for our company change to a company and upgrade my license in the meantime I've got to apply for a license in New South Wales then get it transferred back to Queensland Um, so you know that's a lot of time consuming as well that need to be doing Um so that we can continue to take on decent size projects. So that's what I was like, you know, really, I just need that EA to sort of help with all the other back end stuff. I can still run the jobs, do some quoting, but then my priority would be my license in getting set up.

54:16 - Coach

I say, for NEAs, $10 an hour US, and if you don't have an EA, you are the EA. So there's some things that you're doing right now, Client 001, that you ought not to be doing because it's $10 an hour, why you're working for $10 an hour, Yeah, exactly.

54:32 - Client 001

Exactly. Like, you know, back when I was a PM and stuff, you know, I knew every legislation, I could reference, you know, to the fourth decimal point, what reference it was in the NCC, you know, like, nothing was getting past me. And now it's changed. And I'm like, oh, what's the changes? What's this? What's that? You know, I just haven't had time to keep up with all those compliances and stuff.

54:53 - Coach

Yeah, fair enough. So what are we saying, Client 001? it make suggesting it makes sense to prioritise and start moving that forward, is that what I'm hearing?

55:04 - Client 001

I think so, yeah, because at the end of the year, come the new year. don't want to be, I don't want to be passing the same tree again in three months time.

55:17 - Coach

Yeah, now's a great time to do the recruitment preparation for the new year.

55:21 - Client 001

I'm putting from experience because I'm recruiting alleroyles or at the moment.

55:25 - Coach

And that's what I'm doing. I have a full time EA, got a semi, I've got a part-time person on the phones. I'm going to get someone who's a smarty pants developer to tell me how to how to replace some of the things that are more technical that AI can kind of do. Now, I'm not suggesting you do that now, that's sad. I'm in this control step position where I've got some good things happening from a stable cashflow, I've got time. And so that's why I'm doing it. But the first step is get the EA so that you can offload. I have to get the EA to get the space to kind of work with a developer to do other stuff.

56:11 - Client 001

So yeah, it's all in time.

56:13 - Coach

But that's fine. It's a good call.

56:16 - Client 001

And then, you know, was thinking of, you know, even calling the old leads, accepting leads, all those sorts of things, we can get all that scripted template saved on SharePoint.

SCREEN SHARING: Coach started screen sharing - WATCH:

And then it's just a matter of copy and paste that email replies, email updates, of that. It's all scripted, copy, paste, automatic.

56:34 - Coach

Here's what my guy does. Here's the follow-up cadence for my Filipino guy in a book calls. So replace bark with high pages.

56:45 - Client 001

Yeah.

56:46 - Coach

Replace track with. As, you know, not from my team, it's from your team. But the reason I'm showing you this, Client 001, is still my stuff, you've got a starting point here for what they do.

57:00 - Client 001

could do. So it's worth it.

57:02 - Coach

We'll find a way to make them useful but you've got to get them in the first step.

57:07 - Client 001

That's it, yeah. There's plenty to do, like it's just, yeah. Like I said, like my $500 an hour stuff would be bringing the work in, running the jobs and being the compliance and making sure everything is being done properly, which obviously is licensing.

SCREEN SHARING: Coach started screen sharing - WATCH:

57:27 - Coach

Yeah. So here's my process, Client 001, that I'm very happy to give to you if you want to make headway on this to actually go and get this person.

57:36 - Client 001

So I've sent you a draft job role.

57:41 - Coach

Oh, you've already gone through it.

57:42 - Client 001

Yeah, we've gone through this. Yeah, I've done the draft job role and I hit a roadblock back then, which was probably not meant to be at that time in. Um, because I couldn't actually log in. It wouldn't let me create an account.

57:58 - Coach

Right. I've been resolved.

58:01 - Client 001

I tried it again for another couple of weeks and then it never. Let me try it real quickly now. Upwork, official site, get started. I am a quiet, hard for a project. Yeah, so that's what I'll you.

58:24 - Coach

No, I'll show you.

SCREEN SHARING: Client 001 started screen sharing - WATCH:

58:26 - Client 001

This is all it does, right? Okay. I get to here.

58:33 - Coach

Yes.

58:34 - Client 001

And then I click that. Join as a guess. Argument, so, and then it won't let me.

58:45 - Coach

So if you click apply as a freelancer, it doesn't let you move forward.

58:49 - Client 001

That's so strange. It doesn't let me do anything.

58:53 - Coach

You know how to open up an InCOP, what's called an InCOP V&O window?

58:57 - Client 001

I do.

58:59 - Coach

If you can open one of those. I've never seen this before, and I'm not pretending I'll be able to solve it today, but, um, oh, well, here we go. Let's just give it a crack.

59:14 - Client 001

Why is it going? At least I just do this. I have, not down here. I hate Apple. You, well, you probably That might be the real problem, but, don't, don't, don't me out that poor way on Andrea.

59:29 - Coach

All Apple people say that.

59:31 - Client 001

Yeah, know. Um, get started.

59:42 - Coach

Okay, join is a quiet? No.

59:45 - Client 001

All right, go accept all bottom left there. Yep, I did that last time.

59:52 - Coach

Okay, join is a quiet, a quiet is a freelancer.

59:56 - Client 001

And then I tried to do the old login, but it won't even- Let me log in and then I've gone over to here log in What if you don't have an account?

1:00:08 - Coach

What if you click sign up?

1:00:09 - Client 001

does that do then it comes back to this page? That's weird I see now Sometimes it wouldn't even let me click on that dot So that's as far as I get We try to run a mobile device that's I can try now It's unfortunately only idea I have It's the right website, isn't it just upwork.com. not a stria or anything specific Looks looks right to me Join as a car. Oh, there you go.

1:00:56 - Coach

I can do it my phone That's the best I can do for I think it might be annoying, but where there's a will there's a way, okay, advanced on your phone and maybe once you get it, just get the job live don't ever think it and you know maybe raises, know, in going to their help and raise a support ticket but yeah now as good a time as any curters to kind of advance that and what better way to kind of have that resource ready to go in January to hit that new year with some momentum.

1:01:29 - Client 001

Oh amazing yeah if I didn't have to worry about half the stuff I do, which is a waste of my time.

1:01:36 - Coach

Well guess who can do the cash flow updates moving forward with some training which we can talk to them then.

1:01:42 - Client 001

Yeah that's it which by the way I did I did that.

1:01:46 - Coach

I know I was letting you off the hook a little bit today but we'll pick it back up next week to go through it but I just yeah I love seeing the muscles being built. What's homework Client 001 what are you what are the what's the one to three things we're going to commit to between our next Sweet. What are you telling me is going to be done?

1:02:02 - Client 001

Well, I'm going to have that conversation this afternoon. OK, let you know how that panned out next week. Get this up work job up. Yep.

1:02:16 - Coach

And number three is the working on my sales pitch and generating leads. Sure. OK.

1:02:27 - Client 001

think that's I think that's enough homework.

1:02:30 - Coach

Oh, and I do to update my costumes, which is just the new norm now. So yeah, yeah. Update cash for a new normal.

1:02:37 - Client 001

Yeah.

1:02:38 - Coach

All right. Go again. I'm curious. I'm keen to hear you go. Good luck with it. Have some fun. Remember, it's not life and death.

1:02:44 - Client 001

You're building a muscle, come rain, hail or shine. Yeah.

1:02:47 - Coach

And yeah, have to do it as part of the game.

1:02:51 - Client 001

All right. Too easy. Thanks for. Yeah, right. guys. Bye.