THE FIRST CONTACT

How do I behave during initial contact?
What do I do when I make contact with my customer?

The first contact with a customer is roughly equivalent to the first impression when meeting new people. For this reason, it is advisable to approach the potential new customer in an open-minded and proactive manner to increase the probability that they will be open to a more detailed conversation.

Initial contact in online coaching and especially via the app usually takes place via social channels or the website. This has the great advantage that potential customers already approach you with an intention.

In addition, the fact that the Internet brings with it a certain anonymity lowers the inhibition threshold for customers to approach you. This means that your chances of winning over this customer are many times higher with app-based online coaching than without it.

To keep the on-boarding process and the path to the app as short as possible, all you need to create a new customer account is the customer's full name and an available e-mail address where they can be reached.

But what are the first steps on the way to acquiring a new customer?

- **A prospective customer contacts you and either sends you a direct message or sends a website request**

“Hey (...), I'm (...). I think your content is cool and I saw that you also offer online coaching?”

- **The customer comes to you with an already considered request - now you and your skills are in demand. It is advisable to address the customer directly by name (if visible) and to write and send a welcome message**

“Hey (...), I was really pleased that you got in touch! How are you doing? Yes, exactly - I offer online coaching with my own app. But first, tell me how I can help you.”

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- **The customer feels picked up and understood. Give your customer the feeling that you care about them and that they are the center of attention. This allows you to build a connection and the customer opens up more and more, making it easier for you to schedule a direct initial consultation**

"I'm fine at the moment, but it could be better. Still, it's nice of you to ask. I've been struggling with these dark days since the start of winter 2022 and I'm finding it hard to motivate myself. As a result, I not only fall into the mindset of a couch potato, but also tend to eat sweets more often on a regular basis. I'm looking for the way out of the darkness, but I can't do it. And I hope you can help me."

- **Now you have all the trump cards on your side. If your conversation with your prospect takes this course, it's "made for you". From now on, you should always try to give the other person the feeling that you are the right person to talk to in this case.**

"Thank you for describing your current situation to me in such detail. It makes it easier for me to find a suitable solution. First of all, I can totally understand you. You're not the only one feeling this way at this time of year. It's even more important that you want to get help and support - you have my full respect for that! I would like to give you the opportunity to get a taste of my online coaching, in return for which you would receive a login for my coaching app, where we can continue to exchange ideas and I can show you how I can support you in the best possible way. The only thing I need from you is your full name and an e-mail address you have created. You will be sent the login details immediately and then we can communicate directly in the app"

- **The most important and at the same time the most difficult thing in online coaching is to give the person you are in contact with a good feeling. A feeling of trust and confidence. Once this foundation has been created, you can build a coaching relationship on it.**

"What a lovely reply, I wasn't expecting that. I'm glad to hear that and I think your suggestion to communicate via the app is great. My email is *****@gmx.de. I look forward to our further exchange and await the login details, best regards!"***

This is what an example of the first steps might look like. As everyone knows, no two conversations are the same. However, a conversation between trainer and customer usually develops for the same reasons:

The customer needs support. So if you pay attention to the points listed and use the sample answers as a guide, you are more likely to enter into a close exchange with the prospective customer and thus lay a good foundation for future collaboration.