

My Model for Coaching Groups in Financial Services Companies

Focus: Help the company stay on par with competitors who have more advisors reaching MDRT (Million Dollar Round Table) than this company had. The company goal was for us to create two groups of top tier agents (6 to 8 in a group) to achieve MDRT by the end of the group coaching time span.

The agreement with the company was for a pilot program for six months and then if the results looked good to continue the program for another full year. The agreement was for the company to pay \$250 per person in the groups for the pilot program and then to increase the payment to my typical per person cost in a coaching group to \$295.00 a month. That includes 2 monthly one-hour meetings with their group members as their coach. (One company had an internal coach that I was a part of all the calls and that I mentored in the group coaching process) It also included laser coaching with me for each individual in the groups on a scheduled as wanted/needed basis.

The results were so promising in the first six months, that the company continued the groups for the following year. The ROI on the groups was terrific. The company got the majority of agents to the MDRT level and the agents were thrilled with their results. One participant said, "I have been trying to reach this industry standard for 15 years and with a coach and the support of the group, I was finally able to achieve the success I have wanted."

The one year contracts with this company exceed \$50,000.00 in revenue for my coaching business. The agreement required four hours a month coaching the two groups and an additional two to three hours a month in laser coaching time.