

Quick Tip: Is Your Customer Struggling to Find the Motivation to Succeed?

- Remember, change is hard for most people
- Normal reactions to change include resistance, anger, frustration, and confusion
- People can get “comfortable” in their dysfunction but it doesn’t mean they are happy
- Understand this process is usually “two steps forward, three steps back”
- Your clients will find motivation where their “miseries” intersect with your “wants”
- Misery most often initiates change
- Have your client make a “Miseries and Wants” list and remind them of it when they are struggling to keep going
- Help your client feel uncomfortable staying where they are
- Echo your client’s words back to them when they are struggling, especially their strengths, their “wants”, and their success stories
- Help your clients see their barriers in the context of their strengths
- Remember, barriers are simply problems for you and your client to solve