



FOR COACHES WHO GO QUIET AT THE PRICE CONVERSATION

The Quiet Coach's Guide to Selling Without the Ick

You don't need to become someone louder. You already have the skill, it's just pointed at your clients instead of your own offer.

It's probably not a confidence problem

Most sales advice for coaches assumes the issue is nerve, that if you just felt braver, you'd say the price and stop apologizing for it. That advice usually doesn't work, and it isn't because you didn't try hard enough.

Here's a more accurate diagnosis: you were trained to hold space, not to occupy it. Your entire skill set is built around making the conversation about the other person: their agenda, their insight, their outcome. So the moment a conversation needs to be about your value and your price, something in you flinches, because it feels like breaking the exact rule that makes you good at your job.

That's not a personality flaw to fix. It's a skill pointed in the wrong direction. And a skill that's pointed in the wrong direction can be re-aimed, which is a much smaller, kinder task than "become more confident."

There's often a second layer underneath it, too: quiet discomfort with wanting money at all, as if charging well and caring well can't both be true. We'll come back to that. First, the reframe that makes everything else easier.

Selling is the coaching skill you already have

You already know how to ask a powerful question and sit in the silence that follows without rushing to fill it. You already know how to build enough trust that someone tells you the truth instead of the polished version. You already know how to let someone reach their own conclusion instead of pushing them toward yours.

That is selling. Not the version with scripts and urgency and closing techniques, but the version where the conversation is conducted as what it actually is: a coaching relationship, with a decision at the end of it that belongs entirely to the other person.

01 An agreement, not a pitch

Old frame: "convince them to want this." New frame: co-create clarity on what this conversation is even for.

The first minutes of a sales conversation aren't for building rapport before the "real" pitch. They're for doing, out loud, the same thing you'd do at the start of a session: naming purpose, roles, and what a good outcome looks like, for both of you. It's the same competency, aimed one conversation earlier than you're used to aiming it.

02 Trust before technique

Old frame: find the pain point fast. New frame: nothing they tell you matters until they feel safe enough to be honest.

Respect for who they are, genuine concern for them as a person, transparency about your own intentions, in that order, before any question about budget or timeline. This isn't a soft warm-up act. It's the actual precondition for anything real being said in the room.

03 Ask, don't push

Old frame: lead them to the "aha" you already have in mind. New frame: evoke their own awareness and hold no stake in what they find.

The moment you have an agenda for what they should realize, you've stopped coaching and started steering, and most people can feel the difference, even when they can't name it. The questions that actually move a sales conversation forward are the ones where you genuinely don't know the answer.

04 The decision stays theirs

Old frame: close the sale. New frame: the client designs their own next step; a working agreement is just the byproduct.

This is the one that removes the ick almost entirely. You're not persuading anyone into a yes. You're facilitating someone toward their own clarity about what they want, and if that clarity includes hiring you, the agreement that follows belongs to them, not to your pitch.

One tool you can use this week

Here's where quiet coaches usually panic: right after they say the price. The silence that follows feels unbearable, so they fill it: justifying, discounting, adding bonuses nobody asked for. That fill-in is almost always what kills the deal, not the price itself.

TRY THIS INSTEAD

"That's the investment. I'm going to let that sit for a second, take whatever time you need."

Then stop talking. Let the silence be theirs to fill, the same way you would after any powerful question in a session. If they need to think it over, that's real information, not rejection, and it's a far better signal than a yes you talked someone into.

A brief, honest word on money

Sometimes the discomfort isn't really about the sales conversation at all, it's about wanting to be paid well for work that's meaningful to you, as if the two can't coexist. If charging your full price sometimes feels like it costs you a little bit of your integrity, that's worth sitting with honestly rather than technique-ing your way around.

Here's the honest version: undercharging doesn't make you more ethical. It usually just means you'll resent the client, burn out faster, or quietly avoid the sales conversation altogether, which helps no one, least of all the people who need what you do.

Value-based selling isn't a workaround for that discomfort. It's a way of pricing and selling that's actually congruent with who you are, so the discomfort has less to attach to in the first place.

You don't need to become a different kind of person to sell well. You need the conversation to finally match the values you already hold everywhere else in your practice.

If any of this landed, Kim wrote a full book on exactly the fear response you just recognized in yourself, [The Sales Fear Playbook](#), a field guide for performing under pressure. It comes included when you join the cohort. His first book, [Only Forward](#), a reflection on value-based sales and leadership, is available now on Amazon if you want a preview of his thinking first.



This was a preview. The full program goes further.

Everything above comes from one program, Value-Based Sales for Coaches, a live cohort that trains the entire commercial conversation as a coaching relationship, built on the ICF Core Competencies, with dedicated ethics training, observed practice, and group supervision.

What you build	A sales practice that feels like coaching, not performance
What you also earn	30 ICF CCE Units (20 Core / 10 Resource Dev.)
Format	Live virtual cohort · November 2026 to March 2027
Lead Instructor	Kim Budolph Johansen, PCC, ACTC · 3,500+ coaching hours
Included Bonus	The Sales Fear Playbook (book)

[See the Full Program →](#)