

# 7 QUESTIONS TO ASK

BEFORE HIRING A  
SOCIAL SKILLS  
COACH

Yes,  
"It's a Thing"!



# The labor market rewards people skills.

Research shows that poor social, interpersonal, soft, and emotional intelligence skills are the primary reasons why professionals are overlooked for promotion, don't get along, feel misunderstood, lose out on job offers, and leave careers before they receive all the accolades and rewards due to them based on education, experience, and expertise.

**It can be especially challenging  
for quiet people.**

In the workplace, social skills are also referred to as interpersonal skills. Social skills do more than give you the ability to connect and communicate with superiors, colleagues, and customers. Social skills also help you to quickly develop strong and meaningful relationships with the people you already work with and those who are considering hiring you.

**Social Skills give you the confidence to succeed  
anywhere, anytime, with anyone.**

No time or resources to waste as you move forward in your career? A Professional Performance Coach, specializing in social skills can help you by quickly identifying solutions to the challenges you're facing.

Do you have a difficult manager, co-workers, or employees? A Social Skills Coach will guide you in how to assume control in challenging circumstances and have a difficult person become a key ally in record time.

**Social and Interpersonal Skills refer to the same thing—interactions that lead to positive outcomes.**

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# Would you benefit from hiring a Social Skills Coach?

Choosing to work with a Professional Performance, aka Social Skills Coach is a big decision. You've no doubt heard about the various capabilities of Personal Development, Professional Performance, and Success Coaches and wondered if their skills can help your unique situation.

**Social skills coaching is under the umbrella of Professional Performance — or all things related to how you show up in a business capacity.**

The right coach can help you identify the stumbling blocks that continually pop-up and create a personal plan that ensures your success moving forward.

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## **Are your daily actions in alignment with your goals?**

If you know what you want but are having difficulty being in integrity and taking the required steps that get you there, a Social Skills Coach can help you make better decisions and cut out self-destructive habits that keep you playing small.

## **Wherever you go — there you are.**

If you've already made the leap to a new job or profession and have found that similar interpersonal challenges have followed you to your new place of business, that is clear evidence that the problem is you.

A coach can help you find ways to earn more and get more respect by leveraging opportunities that match your persona and skills.

Susan Callender achieved massive success in her own life, and now, you too can have access to the same proven, step-by-step strategies.

**Here are seven questions** that will help you determine whether a Social Skills Coach may be just the nudge needed to uplevel your life, polish your professional performance and take you from where you are now to where you want to be.

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## **NO. 1**

### **Am I Ready to Step in From the Sidelines and Play Full-Out?**

**Consider your current status.** Do co-workers or competitors with fewer credentials and considerably less experience make a bigger splash than you? Have you missed out on opportunities because you're afraid to be assertive or to take action?

If your confidence isn't where it should be or you're having difficulty speaking up and stepping forward, a Social Skills Coach can help to guide you to a more proactive path.

The many "shoulds" that you encounter every day can at times feel overwhelming, and it's the job of a professional presence expert to make it easier to understand what you really want and to help you figure out how to get it.

A well-matched coach will help you assess risks and assert yourself wisely, which boosts your confidence as you begin to practice your newly acquired presentation skills.

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## **NO. 2**

### **Is Not Being "Social" Hurting My Career?**

Part of the social glue that binds you to co-workers, clients and superiors happens over the sheet cake in the conference room celebrating a colleague's upcoming wedding, or after-hours at a bar.

Shared experiences create camaraderie, bonding, and fun thoughts and memories.

The main principle here is that the social time with your colleagues is an important way to feel or be included in the community. You don't have to a central figure to make that happen, but you might have to put in some effort to create more social opportunities.

Developing relationships with like-minded people in your business life creates bridges to the land of desired opportunities, and helps you feel more at ease. Not surprisingly, it will improve overall satisfaction with your job.

**When colleagues are left to wonder about you, it's most often not positive.**

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## **NO. 3**

### **Can a coach help me be less reserved & become more outgoing and connected?**

It's essential to your success and happiness to fully understand your shy, introverted, reserved nature and how to work with it to your greatest benefit.

Coaching can help you rise above your social hesitations and self-judgment, and engage freely, rather than overthink yourself out of favorable situations.

A coaching program can help you transform situations that once left you feeling drained into fulfilling experiences.

You may not realize how much you're trying to fit in with the dominant extroverted or harsh culture. It could be the source of that shoulder tension!

When you work with me, you can expect new perspectives on your challenges and how you manage yourself. And you can expect to be taking action in ways that feel right and bring you satisfying results.

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## **NO. 4**

### **Are you excited to visualize what life will look like on the other side of fear?**

Maybe you have a goal, like having people notice when you arrive at meetings and events and attracting people with your presence and charisma.

A Social Skills Coach is a personal development expert who can help you clarify and reach your goals.

By examining your current modus operandi and self-imposed barriers, a Social Skills Coach will help you hone in on what you truly want, and help you cut down on activities that aren't helping your objective.

Don't think that you and your career goals are not worthy of coaching or that your skills will not be sharpened through focused attention.

The greatest athletes and Olympians have dedicated performance coaches because it is a medium that works.

Whether a selected coaching method encompasses physical or mental repetition, a coach will ensure that your performance benefits from receiving the precise attention needed to get you to where you need to be.

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## **NO. 5**

### **Have you lost momentum while competitors are gaining steam?**

Are you still searching for your career path 10+ years out of school? Feeling unfulfilled at work while others rise? You're not alone. If you're thinking, "I know I can do better than this," it's probably time to find a Social Skills Coach who can help you clarify your values so you can set meaningful goals and create an actionable plan.

A Social Skills Coach can help you achieve the most fulfilling thing of all – progress. While success requires work, dedication and time, a Coach not only helps you set goals and make an action plan, but also consistently provides a supportive tip, tool or strategy as you make progress.

You need help creating a step-by-step plan. A plan that will move you from professional obscurity to high-performance and presence.

This will become clear when you acknowledge that formulating a clear vision isn't your issue but creating an actionable plan with accountability to execute it is.

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Coaches are trained to know proven strategies for success, blueprints and frameworks that get results.

Your coach, Susan Callender has used these methods in her own life to achieve success.

Don't let your desire for financial rewards and greater recognition fall by the wayside due to failure to prioritize and be proactive!

## **NO. 6**

### **Can I achieve social success without a coach to support me?**

If you're facing a major transition, for example about to change jobs, move to a new city or you have the desire to start showing up as an accessible, online authority or influencer in your field, it's a great time to work with a Social Skills Coach.

There's no easy way around this - If you want to appear more outgoing, connected and worthy of advancement, you probably have to do what you hate most — being in new surroundings with people you don't know asking you all kinds of questions.

That can be challenging, so it's important that you learn to be in control of the narrative and adept at initiating brief exchanges and bringing them to a close when the conversation has run its course.

I've been in your position, waffling between lots of desire to improve my social skills, while being simultaneously pulled back into my quiet corner.

I read the books, took adult ed classes, and hoped that improv and acting lessons would make me more comfortable.

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**This is what I learned and what I'm happy to pass along to you:**

- a) If you're intent on being more outgoing, you must start by accepting invitations that comes your way. Particularly if your competition will be in attendance.
- b) Networking events are filled with interesting people. Allow yourself a time limit of, let's say one-hour. In that period of time you're bound to connect with at least one good person to know and who will help you realize that your social angst is unfounded. My coaching clients very often share that when the appointed time for them to leave the gathering arrives, they are always carrying on what is usually their favorite conversation and thus end up staying far longer than planned.
- c) The only way to become accustomed to going to social events is to attend them. The more events you attend, the easier it becomes to attend a future event. And the more events you attend and socialize at, the less awkward each social interaction becomes.
- d) There's no way around this — you have to go to events and be willing to get uncomfortable on the road from quiet to charismatic. You already know that putting off until tomorrow what you need to do today isn't going to get you anywhere, but sometimes you need help staying on task and breaking through counterproductive patterns established in the past. A Coach is perfect for helping you learn to do just that.

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## **NO. 7**

### **What's my plan for moving beyond challenges and coming out on top?**

Everyone is intimidated at times by challenges in their lives. If fear or apathy is holding you back, take action and learn how to use your limiting beliefs as a force for success.

A Social Skills Coach can help you name your fears and do everything you want and need to do in spite of them.

A coach can also help you transform the way you think about your fears today and shift your perspective so that your focus is on emphasizing your positive traits, instead of focusing on limiting beliefs.

If you decide to work with a coach, you'll be joining the ranks of some of the world's most wildly successful people. Any major player in the C-suite or in the professional locker room knows that the support of high-level, personal coaches and consultants is absolutely a game-changer and essential to success — so why shouldn't you have the same support?

The benefits of coaching will be advantageous in all endeavors you pursue. Are you ready to talk today and start working toward the life you dream of?

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