

Dear friends,

The property industry has been through such turbulent times during the past 3 and half years. Many agents are on the lookout for alternative sources of income. If you are interested in supplementing your income by doing some business or sales coaching, then this opportunity may appeal to you. Business and Sales Coaching in South Africa is becoming sought after, as small to medium businesses look to certificated coaches for help. If you want to get fit, you get a fitness coach! In much the same way, a business coach holds the business executive accountable for the things that they commit to do, on a weekly, monthly, quarterly basis.

I have personally travelled to the USA twice in the last year to attend coaching certification programs. The course material is brilliant and easy to use. It is well presented, & the books that you receive as part of the program, are excellent template style, references. The coach who put me through my program is the owner and founder of several ICF recognised coaching programs. He will visit South Africa in May 2012, in Johannesburg, for the first time ever, and certificate a small group of people as Business & Sales Coaches, in a 4 day program Thurs-Sun, you will also have login access to the backend of the coaches website, & will be able to access & download hundreds of hours of coaching mp3's, as well as downloading written resources, spreadsheets & toolkits. Further to this, he has given this founder SA group a massive discount on the course price. You also save the cost of travelling to America. The course fee can be paid upfront, or you can take advantage of the generous payment terms offered.

If this opportunity interests you, read on... & then hit reply with your details, & I will respond. Cherie



**GREAT OPPORTUNITY**

**Get the equivalent of a “mini MBA” in only 4 Days, in South Africa, at a massively discounted rate, while earning Certification as a Business & Sales Coach from an ICF-Approved Business Institute**

The Institute for Business Growth is acclaimed for its proven, unique C.A.S.T.L.E. Model. Business leaders, coaches, and consultants who learn this model say that it is like getting an MBA in 4 days. Your curriculum covers a comprehensive system for coaching business leaders, executives, and managers to improve sales, profits, and cash flow. Or, if you are a manager or executive, you learn how to make significant improvements in your current business.

**PLUS: The training includes our acclaimed Sales Trainer/BusinessCoach Certification, which gives participants 42 off-the-shelf sales training modules to take any salesperson, sales team, and sales manager to the next level in performance. See the next page for the full curriculum included with this program, which is covered in part during your 4-day curriculum and includes a self-paced online member area demonstrating the modules and how to implement them.**

Participants receive **four training manuals**, a detailed spreadsheet for improving business results, access to an extensive online member area that includes over 7 hours of videos about best practices in coaching and leading teams, and ongoing support.

**All this at the discounted price of \$4000 (payment terms available), instead of \$13 500! SA delegates will be the first to earn & be able to use the Guerilla Marketer designation, as well as be certificated as Business & Sales Coaches.**

- **Control the numbers.** You get spreadsheets that are easy to learn and don't require an accounting background -- and yet that help get in control of the key numbers in any businesses and see how little changes in certain numbers can make a huge difference. Members absolutely rave about the power of the tools we provide. One member writes, "You need to double your tuition. The depth and practical impact of your tools are fantastic!"
- **Aspirations.** You learn a process to help business leaders get back in touch with the passion they felt when they first started or joined the business, as well as a 3-part model to reframe beliefs and attitudes that are holding them back. You will be able to unlock the secrets to helping clients feel re-energized and unstoppable when it comes to growing their businesses.
- **Strategy.** You get two models to help your clients gain a strategic edge over the competition. The first is for smaller, simpler businesses. The second has worked wonders in businesses as large as \$250 million in size.
- **Tactics.** You not only get tactics to make serious improvements in performance. You also get a process that ensures that that the business is constantly testing and rolling out new ideas, so that it remains vibrant and on a growth trajectory.
- **Leverage.** Help put in place the 9 points of leverage required to be a true business leader instead of a firefighter, and have a business that is worth top value in the market.

- **Evolution.** Here you focus on one's evolution as a leader, including dozens of worksheets and tools to help engage and mobilize employees, influence people more effectively, communicate with impact, and manage time.

USA Founder and Director Andrew Neitlich personally leads your program. Andrew received his MBA from Harvard Business School in 1991. Since that time, he has had a phenomenal career as a serial entrepreneur, written three books in the best-selling Guerrilla Marketing business book series, and created the CASTLE Model after working with growth companies around the world. He lives and works out of Sarasota, Florida, USA

**Here are the Training Modules in Your Sales  
Coach/Trainer Curriculum...  
included as part of your Business Coach Certification  
Training, and which gives you the Designation of  
Certified Sales Trainer & Coach**

- The psychology of selling and why people buy.
- The psychology and attitudes of the successful salesperson.
- Coaching to alter limiting perceptions and beliefs that can hinder selling effectiveness.
- Establishing credibility with prospects while building trust and relationships.
- Making a strong impression in the very first minute of a meeting.
- Conversations to assess the buyer/client(s) and fit.
- Powerful questions that compel a prospect to buy.
- Conversations to close.
- Dealing with prospects who won't make a decision, or seem to be looking for free information.
- Conversations to demonstrate value to the prospect...in ways that overcome pricing sensitivity.
- Methodologies to anticipate, prepare for, and handle objections.
- Getting on equal footing with the buyer/client.
- Fundamental negotiating tactics to make the best deal.
- Controlling the sales process...even while giving prospects the feeling that they are in control.
- Handling the prospect that has a tight budget and is price-sensitive.
- Turning a firm "no" into an enthusiastic "yes."
- How to prepare ahead of time for a sales meeting with a prospect.
- Defining the sales process.
- Discovering and using the prospect's intellectual and emotional hooks.
- Thinking like a business owner: The salesperson's revenue model and key metrics to track.
- Lead generation and prospecting tactics that still work in today's competitive marketplace.
- Using the telephone to generate leads and make sales.

- The focused prospect approach to converting more sales in less time.
- Reaching the top decision makers.
- Mastering the elevator pitch.
- Communicating benefits and advantages, not just features.
- Turning the prospect's problems into a compelling need.
- Referral- and relationship-based selling.
- Selling for lifetime value.
- Developing major accounts by creating a strategic plan.
- Managing time for success.
- Winning the complex sale.
- Winning the competitive sale.
- How to overcome call reluctance.
- Selling professional services – becoming a rain maker.
- Setting sales goals and breaking them down into manageable action steps.
- Effective pipeline tracking and management.
- Coaching the sales manager and coaching to improve sales force management.
- Cutting edge tactics and tools to close sales online including social marketing for salespeople.