



WELCOME

Welcome to the 2nd in a five-part series about what it takes to be a top business coach.

BUSINESS COACHES NEED GREAT CONTENT

The first element of the successful business coach is compelling, **powerful content** that gets **results for business owners** and their management team.

A METHODOLOGY THAT SETS YOU APART

The second element you need in place is a **methodology** that sets you apart as a coach.

Research reveals that a top reason why a coach gets hired is because he or she has a **proprietary methodology** that addresses the business owner's most **compelling problems**.

However, most coaches struggle because they don't have even a single methodology -- and don't know how to create or get one.

A good methodology includes three things:

1. A **framework** about how to solve a pressing problem.
2. A **process** that gets results.
3. An **outcome** that provides tremendous value to your clients.

As a coach and trusted advisor to your clients, you need a methodology that provides a proven, efficient pathway to results.

We give you methodologies to do just that.

You start with our proprietary CASTLE Model for Business Growth, which you can use and/or adapt and even put your logo on.

You also get methodologies for behavioral coaching, perceptual coaching, developing a powerful strategy, resolving conflicts, developing a succession plan, managing time, gaining leverage so that the business is worth more, and developing leaders to take over the business over time.

Even better, you get the knowledge you need to **create your own methodologies**

and really set yourself apart as the go-to professional in your market. For instance, you get two templates you can use to create your own methodologies. We even work with you, one-on-one, to help you develop your own process - including guidance on how to package it so that you attract clients.

DO YOU WANT TO BE A COACH?

If you like the content and think that you might want to join The Institute for Business Growth, contact me directly. A live international certification program will be presented in South Africa 31 May – 3 June 2012, by the founder Andrew Neitlich.

CONTACT

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Facebook: <http://www.facebook.com/CheriePowerCoach>

LIFE IS BEAUTIFUL. Give thanks for your blessings.

That's a great segue into the third element of what it takes to be a successful coach.... a solid business development strategy to build your firm. Stay tuned....

CHERIE POWER COACH



WELCOME

Welcome to the first in a five-part series about what it takes to be a top business coach.

WHY BUSINESS COACHES NEED GREAT CONTENT

The first element of the successful business coach is compelling, **powerful content** that gets **results for business owners** and their management team. Sadly, most coaches in the market are lightweights. They go through "coach light" training programs that teach them nothing more than how to ask open-ended questions.

Or, they **pay tens of thousands of dollars** to a franchise company for a few simple frameworks that might apply to a Main Street retail outlet at best.

You have to be able to help business owners handle their most pressing problems.

WHAT KIND OF CONTENT?

The **Institute for Business Growth** content that you get -- and can use with a **perpetual license** -- includes:

- **Worksheets** for business owners to set and achieve goals in the **10 key metrics that make or break every business**. Without these metrics in place - which cover revenues, profits, and cash flow -- the business owner won't know if he or she has a viable business or not, and does not control the destiny of the organization. These metrics have much more impact than the historical information that an accountant or bookkeeper provides.
- A set of **strategic questions** that every business owner has to answer in order to successfully compete in his or her marketplace. (Once you know how to help your clients dominate their market, business owners will rave about you).
- **Tools** to help business owners reconnect with their passion for the business.
- A new way of looking at how the business owner(s) **spend time**, so that your clients completely change the way that they lead the business. Once you learn how to look at time in this new way, you can help business owners increase the value of their business geometrically!
- **Nine leverage points** that every business owner needs to use in order to grow the business smoothly and be more effective - even if the business owner is on vacation or decides to take a day off.
- The secrets to becoming a "**magnet**" for **top talent**, and keeping the talent long term.
- **Hundreds of tactics** to increase **revenues, profits, and cash flow**.
- A **spreadsheet filled with tools** for business owners to track and improve progress.
- **Coaching frameworks** to help the business owner engage the executive team and employees.
- **Coaching tools** to help your clients communicate with impact, so that everyone is on the same page.
- Frameworks and tools so that your client can develop new generations of leaders, and put a **solid succession** plan in place.
- Coaching content to **eliminating behaviors** and perceptions that demoralize employees.
- Tools for your clients to have **powerful insights** about their leadership style, and how to get even better.

You get an **instant tool kit** of deep, powerful content that business owners need in today's **gut-wrenching economic times**.

That way, you can demonstrate instant value to your clients, and develop clients for life.

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Until next time.....

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.

Below, please find my first coaching post which will go up on the Cherie Power Coach facebook page... enjoy... Please like my page on facebook. It is called Cherie Power: <http://www.facebook.com/CheriePowerCoach>

Cherie Power Coach

Welcome! Taking advantage of some **Business Coaching**, or deciding to become a business coach, is a very smart decision. There are thousands of business owners who are **struggling to make their businesses grow** profitably and increase the value of their investment. Many of these entrepreneurs do not have a formal system for running their business. They are constantly **fighting fires** and focusing on minute details, rather than taking the time they need to systematically step back and look at the key success factors for long-term profitability.

In short, **they need a business coach**. A business coach is a seasoned professional with a toolkit for helping business owners grow their business more profitably, and create a valuable enterprise that runs on its own, without needing the business owner to be present. You will soon find that business owners want to hire a business coach for any of the following reasons:

- Take advantage of your **profit-making and growth strategies** to improve bottom line business results and the value of the business.
- Learn how to use leverage to **work less and get better results**.
- Recruit, develop, and retain **top talent** without struggle – and build stronger teams.
- Create a **high performance culture** focused on accountability and results.
- Re-engage a **passion for the business**.
- Continue to develop professionally in a safe, highly efficient environment with a competent, trusted peer.
- Have someone to **hold him or her accountable** for achieving ambitious goals and results.
- Take a step back and see the big picture instead of reacting to fires, in order to **develop effective strategy** and business plans.

On this site, you are going to learn a **proven system and methodology** for coaching business owners to be more successful, or simply for use within your own company.

We will begin with the **orientations**, or attitudes, which a business coach needs in order to succeed. Then we will explore the **coaching process** and some common types of coaching conversations. Next, we will get into the heart of the **business coaching methodology**.

Until next time...

Cherie

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