



Program Location, Cost & Logistics

- 8:30am – 3:30pm Friday, February 17 in Phoenix.

Homewood Suites by Hilton®
Phoenix Airport
(602) 470-2100 ph
4750 East Cotton Center Boulevard
Phoenix, AZ 85040

Email Jean for link to group rate

- Class is limited to 10 participants, with a mix of new and existing coaches. First come, first serve.
- Cost is \$6,000 for a one-year program and includes all materials, sessions, coaching and tools (does not include travel and lodging expenses).
- Payment Terms: \$500 deposit by January 1, \$1,500 due in February and \$500 monthly payments through October 2012.
- Pre-requisites (homework):
 - a. Read "Getting Naked" by Pat Lencioni.
 - b. Review your full OMG Assessment (from Gazelles International).
 - c. Review "Selling the Four Decisions and Power Tools" by Keith Cupp (on GICoaches.com).

"I have introduced Mike to a number of my clients and they are thrilled with the progress and the results. In fact, several have extended the engagement beyond the initial scope. The variety of training modes that he uses will often make all the difference between poor results and success."

Les Rubenovitch
Gazelles International Certified Coach
& Coach Emeritus

GAZELLES INTERNATIONAL CERTIFIED COACHES

Business Development Accelerator Program

Benefits & Value of the Program

- 1 Develop and sharpen business development skills in a systematic, personalized manner using OMG Assessment and sales coaching.
- 2 Leverage existing personal skills while growing in areas of weakness, using the 21 Core Competencies of Sales model.
- 3 Close sufficient new business to secure a 10:1 Return on Investment (ROI) on this business development program and, in turn, increase the ROI on your Gazelles International certification.

Learning Approach & Activities

- Initial in-person business development training Friday, February 17, in Phoenix, followed by 2 half-day training sessions at the Spring and Fall summits.
- 10 monthly webinars to teach, discuss and reinforce the use of the Profile, Process, Pipeline and Plan for success.
- 20 online, one-hour learning modules to reinforce the 21 Sales Competencies and to specifically and personally address each coach's core areas to improve and grow as a sales professional.
- 2 one-on-one coaching and accountability sessions with the certified business development trainer/coach.

Certified Sales Development Trainer & Coach



MIKE CARROLL will be our trainer and sales development coach. Mike is president and founder of Intelligent Conversations, a sales force development consultancy based in Wisconsin, where he helps companies implement sales systems that increase revenues and drive growth. He is also an OMG certified sales development expert.

KPIs for success will include monthly pipeline and proposal dollar values and total new client dollar value.

Program Components

PROFILE: Use of your full OMG Sales Assessment to identify your strengths and weaknesses and develop a personal growth plan.

PROCESS: Education on the Gazelles International Consultative Business Development process, adapted from "Getting Naked," combined with best practices in selling professional services.

PIPELINE: Creation of a personal business development pipeline based on your local market target client list and existing prospects.

PLAN: Creation of a specific execution plan for implementation as you review and grow in the 21 Sales Competencies and take action.

Registration:

To register, please contact:

Jean Carpenter
jean@gazelles.com
(360) 798-9471

To secure a seat in the Business Development Accelerator Program, complete the one-page Agreement and submit a \$500 deposit.