

A Special Invitation for All Texas Coaches!

San Antonio Professional Coaches Association



INVITES YOU TO

How to Sell & Market Your Coaching Services with Integrity and Confidence

Presented by Michael Charest

Saturday, October 21, 2006 Registration 12:30-1:00pm, Event 1:00-4:00pm

Many coaches view sales and marketing as, at best, a toleration... a "necessary evil" to building a coaching business and achieving their personal goals and dreams. More often, sales and marketing is viewed as "sleazy," "distasteful," even "unethical." After this presentation, you will make a complete shift and really "get" that sales and marketing is giving, loving, attractive and FUN (Yes Fun!) for both you and your prospective clients. In fact, that is the only way to really "sell" your coaching services.

You will walk away with a **specific, measurable and comprehensive sales and marketing system called "Choice Marketing."** By following this system, you will attract new clients with your positive, compelling and professional approach. This system is centered around the ICF Core Competencies of ethics, trust & intimacy, active listening, and powerful questioning, all of which creates an intimate, trusting environment in the sales process and giving the prospective client a choice every step of the way.

You Will Learn:

- Exactly how to market yourself so that prospective clients *appreciate* your reaching out to them
- A 5-step sales process to attract clients
- How exactly to overcome objections in a trusting and dignified way

Three Hours of CCEU's Available



About Michael

Michael Charest is a personal and business coach, writer and speaker. He is President of *Growth Unlimited*, a company specializing in coaching clients to success using the steps and principles outlined in this book. *Business Growth Solutions*, a division of *Growth Unlimited*, has helped thousands of small business owners grow their businesses and their lives. He is also the founder of *Coach & Grow Rich*, a company he has since sold. Michael's passion is writing and speaking. He travels internationally delivering high-energy, inspirational, and humorous talks, based on the life experiences and challenges we all share. www.BGSLLC.com

To be of service to the Texas Coaching Community, the San Antonio Professional Coaches Association extends a warm invitation for you to attend this 3 hour workshop for

Only \$15.00

Coffee, Tea, and Munchies Included

Event being held at

The Atrium

San Antonio Technology Center
(Between IH-10 and Fredericksburg Road,
South of Callaghan Road)
3463 Magic Drive
San Antonio, TX 78229
210-582-5830—www.atriumevents.com

Register by completing the form on the next page

REGISTRATION FORM

How to Sell & Market Your Coaching Services with Integrity and Confidence

Presented by Michael Charest

Presented by the San Antonio Professional Coaches Association (SAPCA)

Saturday, October 21, 2006

Registration 12:30-1:00pm

Workshop 1:00-4:00pm

Please register by completing the following steps:

1. Send an email to CommunicationChair@sapca.org indicating you will be attending. Include your name, city, and phone number.
2. Complete the form below and mail it along with your \$15.00 check payable to "SAPCA".

Mailing Address: SAPCA - P.O. Box 780114, San Antonio, TX 78278-0114

Note: Because of the high processing fees associated with credit cards and the nominal cost of this event, we are accepting only checks for this event.

Name:

Address:

City: _____ State: _____ Zip: _____

Daytime Telephone: _____ Cell Phone: _____

Email: (So we can send you information and reminders before the workshop)

If you have any questions regarding this event please call or email:

Michael Baker, President of the San Antonio Professional Coaches Association

830/537-3576 Michael@MoveToAction.com