



How to Work With CEO's and Executive Management Teams and Earn a CEO Income . . . as a Strategic Advisor

Dear Entrepreneur,

Thank you for your interest in our Value Forward Business Coaching License Program.

Since 2001, we have been working with CEOs, VPs of Sales and VPs of Marketing advising them on how to increase their corporate success. As business performance improvement specialists, we focus on analyzing the gap between the client's perception of their business value from their customer's perception of their value and then making strategic and tactical recommendations to the management team on how they can align their marketing, strategy and sales process into one outbound revenue capture program.

We believe that revenue capture is a company responsibility . . . not just sales.

Most companies today pull their business value behind making it difficult for their company to grow. At Value Forward Network, we have developed proprietary methods, training workshops and consulting tools that help companies align all of their departments into one outbound revenue capture program.

We Teach You How to Succeed and Earn a CEO Income

If you are an ambitious individual seeking to work for yourself or looking to add a new profit center to your existing business, then the Value Forward Business

Coaching license program is for you. Through our step-by-step systemized program, we teach you how to analyze strategy, marketing and sales methods of your client's business based on successful best practices using our checklist and proven methodology. Then we teach you the best action steps you need to recommend to your clients to help them increase their revenue capture success.

Through our detailed 4-day licensee training and consultant certification class, ongoing monthly telephone coaching sessions, annual best practices conference, and a complete set of business operations, marketing lead generation and consulting practice workbooks and CD's, you will receive a proven process to help companies and management teams increase their business performance while simultaneously helping you grow your consulting practice.

Our Experience Leads the Way

Since 2001, we have consulted and trained over 900 companies worldwide on our Value Forward management consulting programs. We have worked with Global 1000 players, industry associations, family run businesses, start-ups with a good idea and mature companies in depressed markets.

Additionally, we publish the world's largest sales and marketing newsletter called ***BDM News*** (www.bdmnews.com) that is read by over 100,000 subscribers weekly in over 110 countries. Through ***BDM News***, we constantly monitor the best practices being used to help businesses grow and succeed. Our Value Forward programs have been discussed and quoted in the ***NY Times, CFO Magazine, Fox News, CIO Magazine, Sales and Marketing Magazine, Selling Power Magazine, Training Magazine, Marketing Magazine, HR Magazine, Entrepreneur Magazine*** and many others.

We Are Different From Other CEO Coaching and Business Consulting Programs

Many coaching programs today focus on helping CEOs through various life cycle issues and personal productivity improvement. But at the Value Forward Network, we are different. We are business performance improvement specialists and work with management teams of business-to-business companies of all sizes to increase corporate success . . . that's our focus. We advise CEOs, but we are not psychiatrists. Additionally, we focus on companies with annual revenues from \$2 million to \$200 million and industry associations as our primary market targets.

When we launched our consulting firm in 2001, we charged \$3,000 per day, but today we charge \$7,500 to \$10,000 per day plus expenses in my office.

Why are we able to generate these types of fees from our clients? Because, we are the only national firm that integrates financial management, strategy, marketing and sales into one outbound revenue capture program. Most consulting firms try to grow business revenue by addressing sales, marketing or strategy separately and end up minimizing company growth success. But through our client model analysis, we identify where business gaps exist between these areas and then advise and train management to adjust their company strategies and tactics to increase revenue.

Your Prospects Are Everywhere

As a Value Forward Business Coach, your client opportunities are everywhere. Through our training, we will teach you proven ways to generate leads through direct mail, networking, workshops, teleseminars and strategic partnering. Our program **can be operated part-time or full-time** designed around your needs. To your clients, you can offer three specific on-site consulting packages, long-term annual client retainer advice and two long distance email/phone coaching and training programs that you can deliver from anywhere in the world.

How Do You Become a Value Forward Business Coach?

We are seeking individuals who are business professionals, have 5-10 years of experience in management and are motivated to a build a business with a CEO income where they work for themselves, yet have the full training, support, guidance and thought leadership from an experienced management consulting firm.

Call us right away at 770-632-7647 and let's schedule a private one-on-one conversation to discuss how our program works, your current needs, and long-term goals.

Remember, The Best Boss . . . Is Always Yourself!

Questions and Answers on How to Become a Value Forward Business Coach

Question: Can I be taught to be a Value Forward Business Coach?

Answer: Yes. We have broken down our coaching system into specific sequential phases, best practices and client audits and scorecards that identify for you the action steps you will recommend to your customers to help them increase their business success. If you have business experience, can take instruction, read and communicate professionally, we can teach you our system of client advisement.

Question: What are the Value Forward Services you offer?

Answer: We offer our licensees several profit centers -- all which can be custom fitted to your prospect's needs including: 1) Half-day, single and multiple day on-site company performance consulting and advisement; 2) Monthly and quarterly executive coaching programs via email; 3) Monthly and quarterly one-on-one executive coaching programs via conference call; 4) Annual retainer programs that include multiple days onsite each year, unlimited consulting by email and unlimited conference calls; and 5) Strategic planning programs.

Question: Where can I sell?

Answer: You can sell anywhere, but we do limit by contract how many licensees are located in your physical location.

Question: How are the Value Forward services delivered?

Answer: We offer our licensees several different delivery consulting programs. On-site, our services are delivered in three separate specific packages designed to be easily presented and deployed to clients. Additionally, we offer two long distance coaching and company training programs that can be provided from anywhere delivered via email and telephone conferences.

Question: Can I work with more than one client at a time?

Answer: Yes. Our packaged consulting services are delivered to clients through a pre-developed timeline, where your deliverables are specifically explained to the client in detail so you can work with six to ten clients simultaneously to maximize your income.

Question: Do you charge customers by the hour?

Answer: No. We charge clients a fixed fee plus expenses based on the value that we bring, not based on the amount of hours we work on their engagement.

Question: What type of industries need the Value Forward consulting services?

Answer: All industries that sell products or services to business. We have worked with financial service companies, resellers, trucking/warehousing companies, software companies, and telecommunication companies, wholesalers, training companies, professional service firms, technology hardware firms, medical firms and many others.

Question: Is it hard to collect money from clients?

Answer: No. All of our clients (including Global 1000 companies) pay us 50% down to start the engagement and the balance 10 days after our 1st onsite meeting. Many pay 100% before the engagement starts.

Question: How does a license differ from a franchise?

Answer: A license charges an annual rate and no royalty fees. A franchise charges you an initial franchise fee and additional royalty fees which are usually 8-10% of your annual revenues per year. Our license allows you to rent our trademarks, copyrighted techniques, proprietary content, and client strategies and to receive support and training from our management team throughout the term of our relationship.

Question: Can I operate another business in tandem with your business?

Answer: Yes. You can operate other businesses and offerings as long as you protect our trademarks and do not combine our material with other material.

Question: Is there a minimum annual revenue goal or quota assigned to me as a Value Forward Consultant?

Answer: No. You are a licensee, and you run your business independently.

Question: Do I have to pay you a monthly royalty based on my sales?

Answer: No, this is a license program and there are no royalties.

Question: How long is the commitment and what is the fee for the Value Forward Business Coaching Licensee?

Answer: Your contract is for three years and is renewable. Your license fee is \$20,000¹ per year.

Question: How do I find clients?

Answer: We have developed a broad assortment of lead generation marketing tools to help you reach management prospects including professionally written direct sales letters, partnership relationships, prospect videos, networking letters and methods, telemarketing scripts, free teleseminar showcase programs, public speaking presentations, client introduction showcases and advertising techniques.

Question: Do you assign territories?

Answer: No. With our license program you can sell anywhere but we do limit contractually the number of licensees in a particular geography so you will not have an overabundance of companies selling the same type of services.

Question: Can I hire salespeople or coaching facilitators to work for me?

Answer: Yes. There are additional fees associated with this option.

Question: Do you help with my website setup?

Answer. Yes. We supply content, messaging, a website template, design guidance and newsletter articles for your own website and your own newsletter.

¹ Subject to change. This amount is guaranteed to you for 30 days from the date of your receipt.

Question: Can I obtain a license for more than one location?

Answer Yes. If there are additional areas you are interested in and they are available, you can obtain a license for more than one location. There are additional fees associated with this option.

Question: What should I charge for my services?

Answer: In our office, we currently charge \$7,500 -\$10,000 a day for our Value Forward consulting engagements in the United States. It is your business, so you can charge whatever the market will bear and you think is appropriate for your location. When we started in 2001, we charged \$3,000 per day plus expenses and gradually raised our fees over time.

Question: Do you work with companies with less than \$2 million in annual revenues and companies with annual revenue exceeding \$200 million in annual revenue?

Answer: Yes. We have worked with one-person companies who have paid our full fee because they saw the value of our offerings and Fortune 50 companies who have hired us for strategy development and team training.

Question: How do I know if my market is still open?

Answer: We are only offering a very limited number of licensees, so please check with us to see if your area is available.

Question: Are you offering licensees internationally?

Answer: Yes, we are seeking licensees worldwide.

Question: Do I need to travel overnight?

Answer. Not necessarily. This is your business; you can work as close or as far away from your office as you wish. When you become a licensed Value Forward management consultant, we help you analyze your market and your personal success goals and develop a unique marketing plan based on your needs.

Question: Do you give referral fees if we recommend someone who also becomes a licensee?

Answer: Yes. We pay a \$1,000 finder's fee if you recommend someone we accept as part of our licensee management consulting program.

Question: Do you have any direct competitors?

Answer: As far as we know, there are no other national or international firms that integrate financial management, strategy, marketing, and sales into one outbound revenue capture program simultaneously. There are sales training companies, marketing agencies and strategy advisement firms, but they advise clients as silos. We are not any of these . . . yet we are all of these and bring a unique, proprietary approach to helping businesses increase their performance. Revenue capture is a company responsibility, not just one department's responsibility.

**Call now and become a
Value Forward Business Coach!
770-632-7647**