



ValueForward
N E T W O R K

Business Performance Improvement Specialists

A subsidiary of Value Forward Group, Inc.

Value Forward Business Coaching License Program

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Become a management coach!

INCREASE YOUR SUCCESS. LIVE WELL.

The business coaching industry is a growth market that is recession proof. CEOs of privately held companies and VPs and department executives of global 1000 companies are always seeking strategic help to increase their success. Often, many companies small and large operate their business departments as silos. As a result, company success becomes minimized. But through the Value Forward Coaching program, we help CEOs and management teams focus and increase revenue.

The Value Forward Group is a business to business CEO coaching and management consulting company that specializes in corporate performance improvement. We are the leader in business coaching market and work with CEOs of companies with business annual revenues from \$2 Million to \$200 Million and VPs and General Managers of Global 1000 firms. Started in 2001 by bestselling author and international management consultant and speaker Paul DiModica, today the Value Forward Group works with CEOs and their management teams around the world seeking to improve their individual and corporate peak performance through our programs and services customized to their needs.

To continue our expansion, we are seeking senior business professionals and entrepreneurs who want to work for themselves or add to their current coaching, consulting or training business.

What makes the Value Forward Program unique is that we are the ONLY firm in the world that integrates financial management, corporate strategy, marketing methodology, and sales process into one revenue capture and business growth program. Through the Value Forward method, we holistically analyze all business departments and then integrate their approaches into one outbound revenue growth method. We believe that revenue capture is a company responsibility . . . not just the sales department.



Become a management coach!

BUILD A BUSINESS THAT GIVES YOU FLEXIBILITY, REQUIRES NO EMPLOYEES AND HAS CONTINUOUS ONE ON ONE SUPPORT

Through our systematic and best practices approach, our business coaches use detailed department scorecards, operational assessments, client questionnaires and a financial management best practices Profit and Loss database that compares client P&L's against their industry to analyze and identify business growth gaps that impede company growth. With this information, we then guide CEOs and their management teams to increased success through short-term engagements, annual retainer contracts and long distance CEO coaching programs.

The Value Forward Network license program offers proven financial management, marketing, strategy and sales delivery processes that position you as an executive peer and strategic corporate advisor to CEOs and their management teams.



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WHAT ARE THE SERVICES?

- CEO Business Success Scorecard
- CEO Monthly Roundtables
- Business Valuation
- Financial Strategy Management Assessment and Coaching
- Long Distance CEO Coaching
- Sales Strategy Assessment and Coaching
- Marketing Strategy Assessment and Coaching
- Corporate Strategy Assessment and Coaching
- Compensation and Quota Calculation Services
- Executive Team Performance Coaching
- Sales Team Training, Coaching, and Mentoring
- Marketing Program Mentoring
- Management Operational Consulting and Coaching
- Strategic Planning

HOW ARE THE BUSINESS COACHING SERVICES DELIVERED?

- Half-Day, Full-Day and Multiple-Day Sessions
- Business Growth Coaching by Webinar
- Monthly, Quarterly and Annual Consulting Programs
- Onsite Retainer Consulting
- Hourly Conference Calls
- Private Teleseminars via Conference Call
- Long Distance CEO Coaching by eMail and Phone



Become a management coach!

WHO IS THE LICENSE PROGRAM DESIGNED FOR?

- CEOs
- VPs of Sales
- VPs of Marketing
- Seasoned Entrepreneurs
- Business Professionals
- Senior Sales Executives
- Senior Marketing Executives
- Marketing Companies
- Consulting Companies

POTENTIAL COACHING CUSTOMER TYPES

- Wholesalers/Distributors
- Software/Hardware Companies
- Technology Companies
- Training Firms
- Project Work Firms
- Staff Aug Firms
- Service Businesses
- System Integration Companies
- Logistics/Transportation Companies
- Medical Practice Companies
- Internet Companies
- Professional Service Companies

... and many others.

TRAINING AND SUPPORT

- 4 days of intensive training on our business performance process improvement process, marketing methods and operation facilitation methods
- Annual best practices conference
- Unlimited one-on-one training for each coach
- Monthly group training for all coaches
- Assistance and support in coaching your clients
- Complimentary attendance to all of our teleseminars and public seminars for all licensees
- Client coaching advisement



WHAT DOES OUR LICENSE PROGRAM PROVIDE TO YOU?

Marketing Materials

- ✓ Prospect Lead Generation Videos
- ✓ Prospect White Papers
- ✓ Copies of networking tools to generate leads
- ✓ Copies of direct mail tools to generate leads
- ✓ Content for marketing at tradeshows
- ✓ Copies of all PowerPoints used for training
- ✓ Copies of speaking content for lead generation
- ✓ Copies of ads for Internet advertising
- ✓ Content for marketing (website, brochures)
- ✓ Telemarketing scripts for new prospects
- ✓ Free newsletter content

Financial Management Consulting Tools

- ✓ Access to financial database to analyze and compare a client's current financial position to their industry
- ✓ Access to financial database to calculate a client's business valuation and worth
- ✓ Access to financial database to project a client's financial forecast 3-5 years out
- ✓ Strategic planning module

Sales Training Consulting Tools

- ✓ How to cold call management & create value
 - ✓ How to present successfully at tradeshows
 - ✓ How to develop a sales value proposition
 - ✓ How to give an executive briefing
 - ✓ How to sell key accounts
 - ✓ How to develop a sales plan
 - ✓ How to develop a marketing plan
 - ✓ How to develop a proposal
 - ✓ How to negotiate with management
 - ✓ How to sell the federal government
 - ✓ How to use storytelling as a sales tool
 - ✓ How salespeople can manage their time
 - ✓ How to develop a reseller channel
 - ✓ How to network and create leads
- ... and other topics as they are developed.

Marketing and Strategy Consulting Tools

- ✓ 360° Business Value Assessment
 - ✓ How to Grow Your Business Using 7 Premeditated Steps
 - ✓ Sales Strategy Evaluation
 - ✓ Marketing Material and Strategy Evaluation
 - ✓ Marketing Lead Generation Strategy
 - ✓ CEO Business Success Scorecard
 - ✓ 360° Value Forward Review
- ... and other topics as they are developed.

Sales Management Consulting Tools

- ✓ How to analyze and develop a replicable and scalable sales process
 - ✓ How to interview and hire salespeople
 - ✓ How to manage salespeople by metrics
 - ✓ How to calculate sales quota correctly
 - ✓ How to calculate lost sales analysis
 - ✓ How to develop a business scorecard
 - ✓ How to develop a compensation program
- ... and other topics as they are developed.

Licensed Tools

- ✓ Direct mail letters
- ✓ Client Strategy Review
- ✓ Books and Audio CD's
- ✓ PowerPoints for training purposes
- ✓ Client Workbooks and Assessments
- ✓ Presentation Scripts
- ✓ Client and Student Questionnaires
- ✓ Client scorecards
- ✓ Financial Management Consulting Software Tools
- ✓ Company P&L Database Analysis Software Tools
- ✓ Company Business Valuation Software
- ✓ Company Revenue Forecasting Software



Become a management coach!

The Value Forward Group offers a broad range of business profit center opportunities for Value Forward Network CEO Coaches that allows them to build a consulting practice based on their personal lifestyle needs and income goals.

We offer five primary business practice areas which include business performance consulting, financial management consulting, marketing consulting, strategy consulting and sales consulting. Each of these areas can be sold and supported as a separate business speciality or can be aligned together as needed by the client and Licensee to custom fit business needs.



Profit Centers

- Half-day onsite engagements with 30 days of email and telephone consulting
- 1-Day onsite engagements with 30 days of consulting by email and conference calls
- 2-Day onsite engagements with 60 days of consulting by email and conference calls
- 3-Day onsite engagements with 90 days of consulting by email and conference calls
- Coaching via email -- monthly and quarterly programs
- Coaching and training via conference call -- monthly or quarterly programs
- Annual retainer programs that includes multiple days onsite per year and unlimited consulting by email and conference call
- Strategic planning module



Become a management coach!

The Value Forward Network certification training and support is designed to give our licensees operational, marketing and sales skills to sell and deploy the profit centers successfully with full knowledge and success.

All of the Value Forward coaching approaches are broken down into step by step procedures that you can follow using our client assessment programs.

We provide 4 days of intensive training personally taught by Paul DiModica founder of the Value Forward Network and President of Value Forward Group.



Certification Training and Support



Each certification session is a live interactive, content-filled program that includes a Value Forward Selling Workshop Manual, Best Practices Manual, Audios and Videos, Management Workshop Manual, Operations and Marketing Manual, and Training Modules/Workshops Manual that includes Coaching and Consulting deployment and a set of discs with forms and electronic presentations for consulting deployment and lead generation.



Become a management coach!

Paul DiModica is the founder/CEO of Value Forward Group and the Value Forward Network and is the senior practice consultant in our firm. As a world-wide consultant and best selling author, Paul speaks internationally on marketing, strategy and sales best practices.

Paul is the editor of the world's largest sales and marketing strategy newsletter called **BDM News** (www.bdmnews.com) read by over 100,000 weekly subscribers in over 110 countries.

Prior to launching the Value Forward Group and the Value Forward Network, Paul spent over 20 years in business as a Senior Vice President of Sales and Marketing, Vice President of Strategy, Vice President of Operations, Chief Operating Officer and company Founder in private, family-run and public companies with annual revenues up to \$900 million.

About Paul DiModica

Paul has been featured or interviewed by *Investor's Daily*, the *New York Times*, *Fox News*, *Selling Power Magazine*, *Sales and Marketing Magazine*, *CIO Magazine*, *CFO Magazine*, *Entrepreneur Magazine*, *Training Magazine*, *Marketing Magazine*, *Transport Times*, *Computer World Magazine*, *Entrepreneur Radio*, *Chicago Tribune*, *The Cleveland Sunday Paper*, *Kansas City Small Business Monthly*, *The Manager's Intelligence Report*, *Agent's Sales Journal*, *Executive Travel Magazine*, *Wisconsin Professional Journal*, *Time Compression Technologies Magazine*, *Minorities and Women Magazine*, *Broker Agent News*, *World Fence News*, *Affluent Magazine*, *Value Added Partners*, *The Merchant Magazine*, *Pennsylvania Business Central Magazine*, and many others.



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Contact Information

LOCATION SELECTION

To minimize facilitator competition, the Value Forward Network is assigning a limited number of licenses per selling area while allowing licensees to sell anywhere.

START-UP FLEXIBILITY

Start part-time or full-time based on your needs.

INVESTMENT AND TERM

Your license is for three years and is renewable. Your investment in the Value Forward Network License Program is \$20,000* USD per year.

**This pricing reflects the license fee for one location with one facilitator. Additional fees apply for more than one location and/or facilitator. This fee is subject to change, but is valid for 30 days from the date of receipt.*

POTENTIAL OPPORTUNITY

The Value Forward License Program offers you an unlimited opportunity to earn an executive income. Call now for more detailed information.

CONTACT INFORMATION

For more information on our Value Forward Network License Program, please contact Paul DiModica at pdimodica@valueforward.com or (770) 632-7647 for a private conversation.

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