



## “Enhancing Global Awareness, Understanding & Impact of Professional Coaching!”

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Too many certified coaches struggle to make a living as a coach! We were amongst them until we faced the fact that we were lousy sales professionals! Being introverts and driven to make a difference in people’s lives we would never turn into gifted sales people! This is why we developed a marketing & sales approach that works for “non-sales professionals”, or in other words “for people who hate selling”!

Our coach-approach to selling is based in psychology and has helped us to grow into a global coaching firm serving clients in 25 countries around the world! Coaches who are serious about building their business have to move past the “sales” hurdle! Since we could do it – your students can too!

Our marketing & sales approach for Non-Sales Professionals is 95% effective in closing a client! Not only do coaches learn how to sign up more clients and build a stronger business, our approach is a personal learning and growth process in particular for professionals who are uncomfortable with selling the value they bring to a client!

During the past 10 years we have spent a vast amount of time and effort in educating the greater public about professional coaching. With the creation of [www.CertifiedCoaches.com](http://www.CertifiedCoaches.com) we are now adding an important resource for certified coaches and future coaching clients to connect, engage and grow in a successful coaching relationship!

1. We teach a non-invasive yet highly effective sales approach for coaches who struggle signing up the right/enough clients, and to build a successful coaching business!
2. We provide coaches with a tool to quickly identify their client’s “current situation”!
3. We teach a successful process how to move clients from being stuck to a place where they will take immediate and definitive action!
4. We teach a process how to make “progress” visible and measureable for the client!
5. We help certified coaches to set themselves apart from those who call themselves “coach” without coach training and certification!

6. We help coaching prospects find a certified and skilled coach who knows how to move clients through their times of change and transitions!
7. We provide free guidance to anyone who is interested in becoming a coach!

All our services are provided through [www.CertifiedCoaches.com](http://www.CertifiedCoaches.com) , an exclusive sales platform for certified coaches who are serious about building a successful coaching business!

**Prerequisites for students to join our business-development programs:**

Our business building support programs are an integrated benefit of being a basic or premium member with [www.CertifiedCoaches.com](http://www.CertifiedCoaches.com). Membership is as little as \$29/month and includes a luxurious coach profile page and a free coach referral system. To become a member of [www.CertifiedCoaches.com](http://www.CertifiedCoaches.com) coaches have to fulfill the following requirements:

- a. Coaches have to be enrolled in a coach certification-training program,
- b. Or coaches have already completed at least a foundational coach-training program.

Coach training organizations that wish to offer a customized business building program to their students please contact us at [info@ReginaFasold.com](mailto:info@ReginaFasold.com) to discuss your exact needs.

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