



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

Our coach training philosophies

We train coaches in sales, marketing and business building skills so they can succeed in building a successful coaching business!

Our program delivery method(s)

Mostly webinars

On request we provide face to face training for groups

How many participants typically attend your program?

We host sales & marketing webinars for groups of 2 – 200 participants.

What are the foundational core competencies that your program supports?

1. We do not teach coaching skills, we teach a customized sales approach and business building skills for non-sales people like coaches and other professionals who are in the “helping” industry!
2. We also teach a psychology-based process how to quickly identify the client’s current situation, and how to move the client to a better place where they can take immediate action to move to their desired situation!

Who are your students?

- Coaches who need or want more clients!
- Coaches who are looking to grow their coaching businesses into a sustainable and full-time business!
- Coaches who are looking to create faster and measurable progress with clients!

What philosophy(s) does your program use for the personal development of coaches?

Too many great coaches struggle to make a living as a coach! We were amongst that group, until we faced the fact that we were lousy sales professionals! We are introverts and driven to make a difference in people’s lives. It became crystal clear that we would never turn into effective sales people! This is why we developed a marketing & sales approach that worked for us “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 sales & business building 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!

What do you do to support your students to determine the ROI of a coaching relationship?

We teach a method how to quickly identify a coaching clients present situation, how to shift the client through different levels of tension to a place where they can take action, and how to assess and measure the progress the client is making during the course of the coaching relationship!

What kind of support, if any, does your program offer to your students in developing a coaching business or managing an internal coaching program?

We assist certified coaches to build a successful coaching business and to produce sustainable results with clients.

1. We teach a sales approach that works for non-sales professionals such as coaches!
2. We teach a method how to quickly identify the client's present state (were he/she is)!
3. We teach how to move clients who are stuck (in stress or apathy) to move to the place where they can take immediate and definitive action!
4. Our assessment tool makes the client's progress visible and measurable!
5. We provide a platform for certified coaches to market their services to a global prospect base.
6. We actively market our members (through a variety of marketing channels) to individuals and organizations who are looking for a professional coach!

What, if any, are the prerequisites for a student to enter your program?

At the moment our coach support system can only be accessed through our coach referral platform CertifiedCoaches.com. To gain access to the platform coaches have to be:

- a. Enrolled in a coach certification-training program,
- b. Or they have already completed at least a foundational coach-training program

Please contact us for a customized business-building program that can be offered to coaching students outside of our platform www.CertifiedCoaches.com

What else would you like us to know about your program?

In addition to supporting certified coaches and their clients we refer individuals and organizations who are looking to get certified in coaching skills to coach training organizations! This is a free referral service, and coach-training organizations interested in being on our partner list should contact us at info@reginafasold.com. We'd like to schedule a call to learn specific details of your coach training programs and who your ideal student will be!