

Coach Approach to Sales

Enhance your marketing savvy.
Boost your sales success.



essential Impact

MARCH 18 – 20, 2015 | VANCOUVER BC | Workshop + 10 tele-classes | 7 group + 3 one-on-one sessions

Learn how the coach approach and skilled questioning create a powerful catalyst in the sales process. In contrast to more traditional methods, helping clients succeed is the essence of the Coach Approach to Sales.

Designed for entrepreneur coaches wanting to build their business by enhancing existing client relationships or uncovering opportunities in potential clients, this program would also apply to corporate executive coaches and coaches that pitch ideas and projects within their companies.

Increase the success and satisfaction of your clients through a collaborative process, where they are empowered to create solutions that meet their needs and create value.

Learn how to:

- create your intention statement and unique selling proposition for your business
- focus your energy by defining your market
- develop referral networks that are a source of continual leads and information
- ask the right questions to create opportunities
- quantify and qualify prospects and clients
- develop skills to handle objections
- define the decision making process
- expand your circle of influence
- create a sales plan to build or enhance your existing relationships and business

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WHEN | Wednesday March 18th to Friday March 20th 2015
8:30 am to 5:30 pm

PRICE | \$995 +tx Workshop
\$1495 +tx Follow up sales coaching
7 group + 3 one-on-one sessions

WHERE | YWCA, Royal Bank room
733 Beatty Street, Vancouver BC

CONTACT + REGISTRATION | Sahar Salh
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"By applying the coaching principles to the sales process I gained new insights into the importance of many aspects of the sales process. One was the important role of listening and asking good questions, resulting in really understanding the needs of potential prospects and ultimately the solutions they need."

"As an entrepreneur, taking the Coach Approach to Sales was invaluable in helping work my business to the next level and better understand myself and my style. In addition, I met others with some very diverse backgrounds that helped round out the experience."

"Extremely valuable – better understood & accepted my style – opened my mind to some different styles and losing some of my barriers – great examples and conversation."

Karen Vonkeman (PCC) has honed the cutting-edge coach approach to sales in her successful coaching and consulting business, The V Factor. Karen will be co-facilitating this workshop with Dave Busse (PCC). Dave is one of the Founding Partners of Essential Impact Coaching.



KAREN VONKEMAN CEC, PCC

Success through sales growth has been a focus in Karen's career. For over 25 years, she has had the opportunity to re-position, launch and expand businesses in various sectors across North America. This experience has established a belief that the best way to approach sales is to put the needs of the client first. This type of approach is collaborative and transforming...for the client and coach!



DAVE BUSSE B.Ed., MBA, CEC, PCC

Dave has spent 20 plus years selling 10 to 13 million dollars a year of medical and leadership training both within Canada and internationally. The lessons of cultural awareness, importance of listening intensely and the pride of finding a mutually rewarding and outstanding sales outcome fuel his passion for a Coach Approach to Sales.



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system