



7-Week Workshop

Proposals, Pricing & Contracts:

For coaches and consultants negotiating short/long term engagements with organizations

14 ICF Approved Resource Development CCEs

Itinerary – Saturdays, 10am to 12:00pm MST*

Jan 27:

- Meet and greet
- Current trends in various industries
- Case studies – *the group will work with a case study throughout the course**
- Capstone assignment

Feb 3:

- Point of Attraction, selling and conversations with key people in organizations
- Return on Investment (ROI) – creating, finding, documenting/collecting data and proof

Feb 10:

- Writing proposals and negotiations
 - Different types of proposals
 - Adding on services and engagement longevity

Feb 17:

- Pricing and negotiations
 - Approach, framework, pricing excel templates and real-life pricing scenarios
 - Retainers and payment schedules

Feb 24:

- Discovery phase
 - How to diagnose what the company needs

Mar 2:

- Legal contracts
 - Sections needed for a complete corporate coaching/training/consulting contract
 - Language to discuss with your attorney
 - Tips, differences and pitfalls when finalizing contracts with small, medium and large companies

Mar 9:

- Mentoring around proposal template
- Finalize case studies
- Class wrap-up and next steps to stay connected!

Included with Workshop

- ❖ 1 – 30-minute private session with me within 3 months (**by June 9, 2024**) of final class (March 9, 2024) for focused support¹
- ❖ Online workbook
- ❖ Lifetime access to proposal templates
- ❖ Lifetime access to Excel pricing templates
- ❖ Indemnification language for contracts *Have your attorney opine the language for your contracts
- ❖ 14 ICF Approved Resource Development CCEs
- ❖ Walk away with your *own* proposal template (Capstone assignment)

Register here: <https://buy.stripe.com/7slcQR9SS3TD1iM145>

¹ Any student who needs support or mentoring in relation to this content after June 9, 2024 will be given a discounted hourly rate.