

Jennifer Gance, LLC



Coaching & Consulting
A Change Management Firm

8-Week Workshop

The Deal Process for Coaching and Consulting Engagements:

*Communications & Negotiations, ROI, Proposal Writing, Pricing, Contracts and the Discovery Phase:
Diagnosing Organizational Needs*

16 ICF Approved Resource Development CCEs

Itinerary – every Tuesday, 11am to 1:00pm MST*

May 2:

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

May 9:

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

May 16:

- Writing proposals and negotiations

May 23:

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

May 30 – No class due to Memorial weekend

June 6:

- Pricing continued

June 13:

- Introduction to the discovery phase
- The neurolinguistics of organizations

June 20:

- Continued – discovery phase, diagnosing company needs and engagement details
- Contracts

June 27:

- 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 September 30, 2023) of final class for focused support
- ❖ Facebook group for support and community
- ❖ Online workbook
- ❖ Proposal templates
- ❖ Excel pricing templates
- ❖ Indemnification language for contracts *Have your attorney opine the language for your contracts
- ❖ 16 ICF Approved Resource Development CCEs
- ❖ Walk away with your *own* proposal template (Capstone assignment)

Register here: https://us02web.zoom.us/meeting/register/tZlvcu2hpj8rGND_aWvCMq18h7O0e_7YDNTX

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