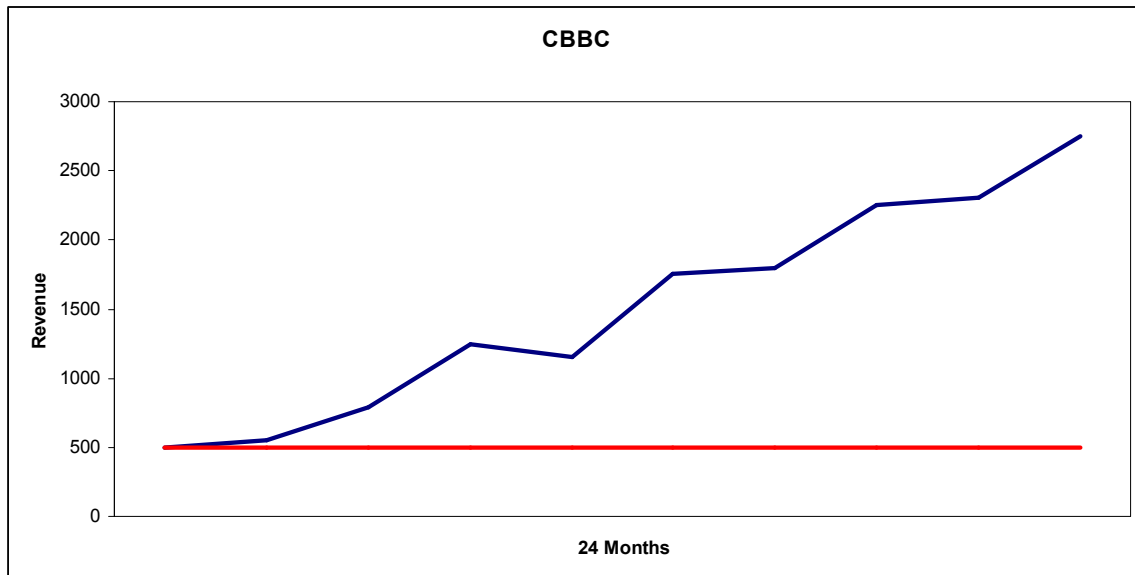




This 'CBBC' is definitely not child's play! Commission Based Business Coaching

"Making the decision to work with Martin Goodyer on a **CBBC programme** was one of the best Business decisions that I have made. Since working with Martin we have doubled our turnover every quarter and now have a clear strategic and pragmatic plan for the short and medium term. We are confident that we can continue to produce the same success results. Martin has the ability to help you develop personally and commercially, his methods are proven, easy to apply into your business and personal life. Just do it!!! Because you can't afford not too!"

Chris Pennington, Managing Director, Cape-Can Business Centres



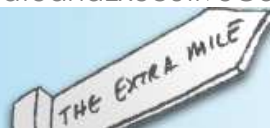
The CBBC Programme for Business Growth

A revenue commission coaching alternative for high growth potential businesses seeking support but fearing the fixed cost of investing in a coach capable of helping to make it happen

A No Risk programme of support

This is a '**no growth – no fee**' programme of business coaching. If you think your business has the potential to grow but you're finding it hard to make it happen then this could be for you.

www.BusinessCorporateandExecutiveCoaching.Com





Case study examples;

Business A was a recent start up still in its first year of operation. Existing turnover levels were not sustainable if the organisation was to remain in business. As revenue was so low they were in no position to increase costs by hiring a coach to help the managing director find ways through the problem. They were accepted on the CBBC programme; within a month significant additional sales had been achieved; within 3 months turnover had more than doubled. They continue to grow and are looking forward to an excellent financial future.

Business B had been in operation for more than a decade. Sales were at a reasonable level for a business of its kind. They were accepted on the CBBC programme after discussions with the managing director and a shared belief that growth was both possible and genuinely desired. The first year of coaching saw turn over increase by approximately 50%. This was reasonable given the circumstances, however to the benefit of the business owner the net profitability of the business increased significantly higher. The second year of business registered an increase in turnover of more than 400% as growth strategies came good.

FAQ's

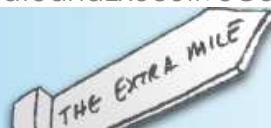
What exactly is a CBBC programme?

Business Coaching – I've heard of it but what is it?

It is a combination of coaching and mentoring. Just as an Olympic sports coach gets the best out of their athletes, a great business coach will ask the most incisive and challenging questions, hold to account and be a solid support to the leader of the business in a way that no employee, partner or other business associate ever could. The coach has only one agenda once an assignment is accepted; and that is to support the success of their client. In addition the coach will mentor their client by 'bringing to the table' tools, methods, and approaches to thinking, examples and expertise for the consideration of their client. A business coach will never offer advice or push their client in a particular direction neither will they sit back and simply agree with everything their client suggests; they will push-back, question and demand the very highest standard of performance from the person who's welfare has become their concern.

Commission Based

No fixed charges are made for the coaching support. The hiring of an expert business coach to support the managing director or business owner in growing the business is paid for on retrospective commissions only.



**How are commissions calculated?**

A percentage of the revenue increase from the initial base is calculated each month and paid as a fee. For example if the monthly average revenue for a business is \$20,000 and after the first month revenue is still only \$20,000 then no fee is payable; if however in month 2 that revenue increases to \$25,000 then a fee is payable on the \$5000 increase. If revenues go up to \$30,000 in month 3 then the fee is payable on the difference between the original starting point (\$20,000) and the new level achieved (\$30,000); hence a percentage of the \$10,000 improvement will be paid as the fee for that month.

What are the risks?

This is a risk free proposition. No fees are payable unless revenues increase. It is likely that fees will be significant near the end of the 24 month programme as the business growth coaching achieves success. The benefits of the revenue increase however far outweigh the fees as they are always a fixed percentage that does not deviate throughout the length of the programme.

How much is the commission?

This depends on the business and the level of turnover and the potential for increase. In most cases of owner operated businesses the fee is in the region of 6 to 7.5% of revenue increases.

Does the base level ever get recalculated during the programme?

No. Once agreed this base level is used to calculate all fees for the full 24 months.

Can the programme be terminated before the 24 months are up?

This has never happened. But, like all contracts and agreements there are termination clauses. It should be noted however that these do carry with them penalties. It is highly recommended that the full implications of the cost of success by considered before applying for access to the programme.

Is the coaching face to face?

It can be. It also can happen wherever you are in the world using either the telephone or 'Skype'. In most cases at least part of the coaching will include meeting personally.

The crucial small print (in BIG BOLD letters)

1. CBBC projects are accepted on acceptance of an application only
2. CBBC projects are for a fixed period of 24 months
3. CBBC projects are contractual and not subject to renegotiation

Apply by email to: martin@martingoodyer.com

www.BusinessCorporateandExecutiveCoaching.Com

