The Cultivated Growth Network's operational model is designed for **flexibility, consistency, and measurable impact**. By integrating training, coaching, and consulting into one cohesive delivery framework, CGN ensures every client receives the right balance of skill-building, personalized guidance, and organizational transformation.

- **Multiple Formats:** In-person, virtual, and hybrid options allow us to meet clients where they are.
- **Structured Programs:** Modular training, individualized coaching, and multi-phase consulting create scalable, targeted growth.
- **Client Journey:** Every engagement follows a proven five-stage process — discovery, proposal, delivery, reinforcement, and measurement.
- **Tools & Platforms:** Technology enhances learning, collaboration, and diagnostics while aligning with client systems.
- **Quality Controls:** Standardized materials, certified trainers, and continuous improvement safeguard excellence.
- **Scalability:** Digital products, a train-the-trainer model, and partnerships extend CGN's reach while maintaining impact.

Together, these elements ensure that CGN is **not just a provider of sales training but a true partner in building sustainable, high-performing sales ecosystems.**

Chapter 9 – Financial Model & Pricing Strategy

The Cultivated Growth Network (CGN) operates on a financial model that balances accessibility for individuals, value for organizations, and sustainability for long-term growth. Our pricing strategy reflects the integration of training, coaching, and consulting, ensuring clients see measurable ROI while CGN maintains profitability and scalability.

9.1 Pricing Philosophy

- **Value-Driven:** Pricing is tied to outcomes, not just time spent. Clients invest in measurable performance improvements.
- **Tiered Access:** Offerings are structured to provide entry points for individuals, SMEs, and large organizations.
- **Sustainable Growth:** Pricing supports reinvestment into curriculum development, trainer certification, and digital products.

- **Flexible Models:** Combination of per-seat training, package bundles, and consulting retainers meets diverse client needs.

9.2 Revenue Streams

1. **Training Programs**
    - Open Enrollment: Per-seat pricing for individuals and small businesses.
    - Corporate Packages: Flat-rate pricing for groups (customized by size and scope).
    - Digital Products: E-learning modules, downloadable guides, and toolkits.
2. **Coaching Services**
    - One-on-One Coaching: Premium rates for personalized development.
    - Small Group Coaching: Lower per-person rate, increasing accessibility.
    - Leadership Development Tracks: Multi-month packages for high-potential leaders.
3. **Consulting Engagements**
    - Diagnostic & Assessment Projects: Fixed fee or entry retainer.
    - Process Optimization & Enablement: Priced by project scope and expected ROI.
    - Ongoing Advisory Retainers: Monthly or quarterly retainers for sustained support.
4. **Licensing & Partnerships**
    - Train-the-Trainer Certification: Licensing proprietary frameworks to corporations or universities.
    - Strategic Partnerships: Revenue share with associations, sponsors, and affiliate programs.

9.3 Example Pricing Models

- **Training (Corporate Group):** $15,000 – $50,000 per engagement depending on size and customization.
- **Coaching (One-on-One):** $500 – $1,500 per month per participant.
- **Consulting (Process Optimization):** $25,000 – $150,000 per project depending on scope.
- **Digital Products:** $197 – $997 depending on depth and licensing.

9.4 Bundling Options

- **Training + Coaching:** Workshop delivery followed by 90 days of group coaching.
- **Coaching + Consulting:** Personalized growth pathways aligned with organizational strategy.

- **Full Integration:** Training, coaching, and consulting delivered as a 12-month transformation program.

9.5 ROI & Value Justification

Clients invest in CGN for measurable outcomes:

- **Sales Growth:** Increased revenue through improved closing ratios and pipeline management.
- **Efficiency Gains:** Reduced cycle times and optimized processes.
- **Cultural Shifts:** Stronger leadership, higher employee engagement, and reduced turnover.
- **Sustainability:** Repeatable systems that continue to generate value after engagement ends.

💡 *We position pricing as a fraction of the value gained, with ROI often exceeding 5–10x the client's investment.*

9.6 Financial Sustainability

- **Recurring Revenue Streams:** Retainers, digital products, and certification programs provide ongoing revenue.
- **Scalability:** E-learning and licensing extend CGN's reach beyond facilitator-led sessions.
- **Reinvestment:** A portion of all revenue is reinvested into IP protection, curriculum enhancement, and brand growth.

9.7 Five-Year Financial Growth Goals 🌱

Year 1 – Planting the Seeds 🌱

- Revenue Goal: $250K–$300K
- Add:
  - **Webinars & Individual Courses:** Pilot 3–5 paid webinars ($49–$197 each) + 1 flagship online course ($297–$497).
  - Contribution: $25K–$40K (10–15% of revenue).
  - Purpose: Lead generation + build authority while generating modest revenue.

Year 2 – Strengthening the Roots 🌿

- Revenue Goal: $500K–$600K
- Add:
  - **Webinars & Courses:** Expand catalog (5–7 online programs). Launch subscription/membership tier for course library ($49–$99/month).
  - Contribution: $75K–$100K (15–18% of revenue).
  - Purpose: Create a recurring, lower-ticket entry point for individuals and SMEs.

Year 3 – Branching Out 🌳

- Revenue Goal: $1M–$1.2M
- Add:
  - **Digital Learning Division:** Self-paced courses + evergreen webinars marketed globally.
  - Contribution: $200K–$300K (20–25% of revenue).
  - Purpose: Major scalability engine; funnel to higher-ticket programs.

Year 4 – Cultivating Scale 🌻

- Revenue Goal: $2M–$2.5M
- Add:
  - **Courses & Webinars:** Bundle e-learning into enterprise packages (e.g., 500 licenses to a corporate client).
  - Contribution: $500K–$700K (25–28% of revenue).
  - Purpose: Drive enterprise-level recurring revenue.

Year 5 – Harvest & Legacy 🌟

- Revenue Goal: $5M+
- Add:
  - **Digital Platform Dominance:** Full e-learning ecosystem + certification pathways.
  - Contribution: $1.5M–$2M (30–35% of revenue).
  - Purpose: Establish CGN as a global online training provider with recurring subscriptions.

5-Year Financial Goals – The Growth Path for CGN

Year 1 – Planting the Seeds 🌱

Revenue Goal: $250K–$300K

- **Training (Workshops & Corporate Packages):** $100K–$120K
- **Coaching (1:1 & Group):** $40K–$50K
- **Consulting Projects:** $70K–$80K
- **Digital Products (Webinars & Courses):** $25K–$40K (10–15%)
- **Licensing/Partnerships:** $10K (pilot sponsorships/associations)

  📌 *Focus:* Pilot webinars, test pricing, build case studies, seed credibility.

Year 2 – Strengthening the Roots 🌿

Revenue Goal: $500K–$600K

- **Training:** $200K–$220K
- **Coaching:** $100K–$120K
- **Consulting:** $120K–$150K
- **Digital Products:** $75K–$100K (15–18%)
- **Licensing/Partnerships:** $25K (early certification/sponsorship deals)

  📌 *Focus:* Expand catalog, launch membership for e-learning, secure first multi-site consulting engagement.

Year 3 – Branching Out 🌳

Revenue Goal: $1M–$1.2M

- **Training:** $400K–$450K
- **Coaching:** $150K–$180K
- **Consulting:** $200K–$250K
- **Digital Products:** $200K–$300K (20–25%)
- **Licensing/Partnerships:** $50K–$75K

  📌 *Focus:* Scale e-learning globally, develop enterprise bundles, deepen consulting footprint.

Year 4 – Cultivating Scale 🌻

Revenue Goal: $2M–$2.5M

- **Training:** $800K–$1M
- **Coaching:** $250K–$300K
- **Consulting:** $400K–$500K
- **Digital Products:** $500K–$700K (25–28%)
- **Licensing/Partnerships:** $100K–$150K

  📌 *Focus:* Land national clients, integrate licensing deals, expand team of trainers/coaches.

Year 5 – Harvest & Legacy 🌟

Revenue Goal: $5M+

- **Training:** $1.5M–$1.8M
- **Coaching:** $500K–$600K
- **Consulting:** $1M–$1.2M
- **Digital Products:** $1.5M–$2M (30–35%)
- **Licensing/Partnerships:** $300K–$400K

  📌 *Focus:* CGN established as a global ecosystem with recurring revenue, certification pathways, and enterprise-scale partnerships.