Dear Student,

As your Sales Managers, we want to welcome you to the Co-Active Selling program. As your Sales Managers we want you to know that we are here for you: to push you, to hold you accountable and to no-kidding champion you toward your goal of a thriving coaching business!

We are so glad you have taken this step towards your transformation! We want to congratulate you on stepping into the next level of your thriving coaching business. We imagine that stepping into what is next in building your coaching practice might be exciting and just a little bit scary. What we know is that you would not be joining this program if you were not ready to have a full coaching practice.

Below are some things that you need to know and do before our first call. Please feel free to contact either of us at the emails below if you have any questions:

David Skibbins: david@thecoaches.com   
Marla Skibbins: marla@thecoaches.com .

Webinar Dates & Times:

Please call in 30 minutes early for the first Webinar, and 15 minutes early for the rest of them, to ensure you get connected to the meeting in case there are technical or connectivity issues. Be patient if there are some, we will work them out.

Webinars are Wednesdays from 9:30 am to 11:30 am, Pacific Time:

May 16, 2012 - Session 1: You and Selling

May 23, 2012 - Session 2: Prospecting, Creating and Managing Your Sales and Referral Team

May 30, 2012 - Session 3: Handling Objections and What NO Means

June 6, 2012 - Session 4: Client Relationship Management

Accountability Group Calls Dates & Times:

June 13th to Aug. 29 - 10:30-11:30 am Pacific time

Prior to the start date, we will email the conference line telephone number for all Webinars and Accountability Calls.

Please note the Accountability Calls TIME is different from the Webinar timing. All calls are from 10:30-11:30 am Pacific time.

iLinc: For more information and how to access the iLinc platform for the Webinars please see the attached document regarding how to use iLinc Classroom.

Pre-Work : The class starts right now, and you already have some important work to do! Please complete, scan and email the following (attached) forms no less than 7 business days prior to the first Webinar to [david@thecoaches.com](mailto:david@thecoaches.com) or [marla@thecoaches.com](mailto:marla@thecoaches.com).

o CAS Student Info

o CAS Foundation Agreement

o Action Step #1 from the Webinar Action Step Workbook.

Please save these documents to your computer. You will use them for future classes:

o CAS Resource Book

o CAS Success Coach 100

o CAS Success Coach 100 Chart

o CAS Webinar Action Step Workbook

o Guarantee

Your sales plan needs to be heavily weighted towards Productive Time. "Productive Time" or "P Time" is speaking directly to people about coaching, about becoming a client, about giving you referrals and/or doing a sample session. E-mailing, leaving phone messages, and/or sending out brochures are NOT considered part of P time.

P Time needs to be a live conversation and needs to have some kind of question in it like:

*"Would you like a sample session of coaching?"*

*"Would you like to know more about coaching?"*

*"Will you be my client?"*

*"Would you give me referrals?"*

Indirect Productive Time or "I Time" is anything else you do around building your coaching practice.

Breathe....you can do this!! Again, thank you for taking the next step into having a full and thriving coaching practice. We look forward to beginning our work together!

Be well -

Marla Skibbins, MCC CPCC

David Skibbins, PCC CPCC