



## PART ONE: SALES TEAM DEVELOPMENT

### Who You Are

Your company is earning high six-figures or low seven-figures and you are ready to play a much bigger game. You're asking yourself: "What's next?" as you seek to build a legacy business that will significantly impact the world in a positive way and place you in the spotlight.

Too often, you still find yourself working IN your business, instead of running it like a CEO. You are ready to let go of whatever is not in your area of unique brilliance, but aren't sure how to do that without everything falling apart.

### What You Need

You know you're leaving money on the table because you are investing in paid advertising, but no one is following up and nurturing each lead that comes in! You need a professional sales team who you trust implicitly to love your clients and treat them with the VIP care you're known for, while consistently closing people into your highest-profit programs, so that you can generate consistent cash flow all year.

### How We Can Help

Our company has recruited, hired, trained and managed "in-house" sales teams for dozens of entrepreneurs scaling their company from the \$1M to the \$5M mark. We guarantee a 100% ROI within the first 12 months of working with our company, but typically achieve 300% ROI or higher within the first six months of establishing a full-time sales team.

Together, we will build dedicated team of commission-based sales professionals who are nurturing your leads all day, every day, and closing your highest-ticket programs while you focus your attention on the aspects of your business that you love and enjoy!

## THE PLAN

### Discovery Session

In this 90-minute intensive, we will uncover your goals, objectives, current products and new offerings; we will review your sales funnel from lead generation through post-sale fulfillment; and we will walk you through our project timeline and deliverables.



## Recruitment & Hiring

We recruit top sales professionals through our psychographic interviewing process. We have found that the art of selling requires equal parts Ego and Empathy. Top candidates will compete to earn a spot on your team with an in-depth final interview to ensure a perfect match with your mission and brand.

Using our proprietary hiring process, a single email from you will trigger a proven recruitment sequence designed to have Superstars begging to work for you for free!

We offer two different tactics for initializing our recruitment sequence:

**Option A:** We utilize your own subscriber base, sending out a templated email that offers a six-figure income working from home (Very Big Carrot) with two simple requirements to apply: They must submit a \$XX donation to a designated charity and complete a self-assessment. Recruiting from your own subscriber base allows us to ensure a perfect match with your target market, minimizes required “ramp-up” time for candidates, and sets the tone of friendly competition we encourage.

**Option B:** For an additional \$3000, we can initiate our recruitment efforts through more traditional avenues and go “head-hunting” for your ideal team members.

After you send the initial templated email to prospective applicants -- we handle the rest! All applicants who complete the required first steps receive an email requesting a short introductory audio file or video and scheduling a 15-minute screening interview.

## Two Week Trial & Training

At this point, approved applicants become “candidates” and we instruct them to call your leads with a specific offer that allows us to measure for success, such as selling a low-end product on a commission-only basis.

Candidates will be sent a brief training video, outlining our methods and teaching them our systems. We will develop your own proprietary 50-page sales training manual – a compilation of our best practices across the industry. We will also customize our proven phone scripts and email templates to your unique offer.

During the Two Week Trial, we host an initial 90-minute training call with role-playing through the scripts, as well as review their first recorded sales call to ensure quality of results. We host daily “scrums” to maintain morale and ensure they have the training they need in real-time to succeed.



## Final Interviews and Hiring

Based on your desired number of team members and their roles, we will sit down with the most promising candidates and determine who is best aligned with your mission and the dynamic of the other team members. Based on our conversations, we can make our recommendations to you or give them an offer on the phone.

Within two weeks, we have attracted, evaluated, selected, and trained a core team of dedicated professionals committed to growing your company.

## On-Going Support and Management Consulting

For 30 days, we are available via phone and email for questions and suggestions. After 30 days, we also offer coaching sessions for team members or managers at the VCS-family rate of \$149 per session.

## DELIVERABLES:

- ✓ Email templates to attract desired audience
- ✓ Application process management
- ✓ Up to 90 hours of first-round interviews
- ✓ Our 50-page Training Manual
- ✓ Introductory Training Video
- ✓ Up to 4 customized scripts
- ✓ 200 hours of sales calling (commissions not included)
- ✓ Up to 20 hours of final interviews
- ✓ All paperwork for the hiring process
- ✓ Up to four top sales professionals trained and hired

**INVESTMENT: \$12,999**

**OR THREE MONTHLY PAYMENTS OF \$5,000**

**Is this right for you? Let's find out!**

**Schedule your Discovery Session now:**

**<https://virtualcoachingsales.youcanbook.me/>**



## PART TWO: SALES TEAM MANAGEMENT

Once we have recruited and trained your sales team, we do offer on-going sales management.

### Team Development and Culture-Creation

All team members begin as “appointment-setters” -- calling, educating and qualifying leads so that they can schedule consultations with our highly-skilled “closers.” As a champion emerges, he or she is groomed to assume the responsibility of Closer for your organization. Through individual and team scorecards, we develop a culture of Love, Trust and Fun that results in incredible financial and non-financial gains for your organization.

### Management

The three keys for managing successful sales teams are:

**Values Alignment** -- When our team members see your organization as the shortest path to their biggest success, they develop personal commitments to take daily actions that will give them the skills they need to get the results they want.

**Personal Mentoring** -- In order to continually improve, each team member sends their Team Leader call recordings for review and feedback on their weekly coaching call, ensuring they are constantly improving their key metrics.

**Celebration** -- We incentivize peak performance by generously rewarding and publicly acknowledging individual and team successes. We create a sense of family where one person’s success is a Win for everyone.

### Accountability & Reporting

We conduct weekly team calls, as well as weekly one-on-one coaching sessions, listening to call recordings from each team member. We have developed a proprietary system of tracking, analyzing, and optimizing the sales process to ensure every team member reaches their fullest potential and send you weekly updates on how leads are progressing towards the sale.

### Sales Funnel Strategic Advisement

Given our diverse background in the coaching industry, perhaps the most valuable asset you gain from partnering with us is unlimited access to our executive leadership team for expert feedback on optimizing your marketing and sales funnels.



## DELIVERABLES:

- ✓ Dedicated VCS-Certified Team Leader
- ✓ Weekly Team Calls to review metrics, maintain morale, and set targets
- ✓ Personalized Coaching and skills training for each team member
- ✓ On-Going Customization of all scripts based on client feedback
- ✓ Weekly Reports measuring the quality and quantity of all sales conversations
- ✓ Exclusive Access to VCS Leadership for strategic planning and marketing best practices
- ✓ Licenses for you and all team members to VCS.Solutions – our proprietary software that manages every step in the sales pipeline

## MONTHLY INVESTMENT

**\$2000 PER MONTH + 35% OF GROSS REVENUE** generated by sales staff for project management and on-going training. This includes commissions for all team members and team leader; it does not include hourly rates for appointment setters, as needed.

**\*\* Management fee of \$2,000 is waived when sales exceed \$100,000 for the month \*\***

*(You are paying less than \$25,000 a year out of pocket for a full-managed sales team!)*

## OUR “DOUBLE-YOUR-MONEY-BACK” GUARANTEE

Industry leaders request us by name because of our unequivocal commitment to results. Assuming you do what we tell you to do, we guarantee you will generate a 100% ROI on your investment in our management services within 12 months or we will continue to work with you until you do!

**Ready to discuss Next Steps?**

**Schedule your Discovery Session now:**

**<https://virtualcoachingsales.youcanbook.me/>**

## CURRENT AND PAST CLIENTS



**Fabienne and Derek Fredrickson, ClientAttraction.com**

“Before aligning with Virtual Coaching Sales, we at The Client Attraction Business School™ had been leaving many, many potential students un-served. There was simply no one on our Team qualified to handle the sheer volume of connection calls required to help those who had expressed interest in working with us. Enter Caitlin Doemner and her

unmatched expertise in helping us brilliantly recruit and train talented, loving appointment setters and enrollment coaches. These sales-trained individuals have since become a seamless extension of our brand and have helped us dramatically grow our student body.

We are thrilled with the outcome and wholeheartedly recommend Caitlin and VCS. If you have an established coaching business, a well-oiled marketing funnel and are ready to scale your business with a professional in-house sales team, then VCS is the company you want to align with to go to the next level.”  
– Fabienne Fredrickson



**Ali Brown, Ali International, LLC**

We recruited, hired, and trained Ali’s sales team. In the first 3 months, we achieved a **247% ROI for her**; at the end of seven months, when they were ready to internalize the team, **Ali had made her investment with our company back 10 times over.**



**Dean Jackson, ILoveMarketing.com**

Our Facebook marketing strategy reached a **2,670% ROI** net 30. Dean proudly pointed out that “as of 11:19pm, we have 82 opt ins for \$81.90 — you’ve cracked the equivalent of the opt-in 4-minute mile!”



**Christine Kane, UplevelYou.com**

We recruited, hired, trained and managed her sales team.

**In our first three months, we achieved a 380% ROI for her organization.**



**Margaret M. Lynch**, bestselling author of Tapping Into Wealth

We started as her event support sales team, adding \$276,000 in post-event sales revenue. We have since built her full-time in-house sales team and are **averaging 200% ROIs on a monthly basis.**

“Virtual Coaching Sales found me at just the right time that I really needed somebody to help me up my sales, and MAN did they do it! They came in as a storm -- they understood my business, who I am, and message... Understood everything about my offer that was happening at my live event and they just knocked it out of the park. If you think adding \$220,000 to my bottom line is “increasing sales” then yeah -- they knocked it out of the park.

But they also engaged the people that are my perfect customers, that are my best clients, my TRIBE -- they engaged them in a way that was so appealing and made those people feel so loved and so warm -- they couldn't even tell there was a sales process going on! And so I walked away with my best customers on the planet feeling more loved and more supported by my coaches because of what Caitlin and Nate did as part of their whole process of bringing in more sales.

I thought I was getting a sales team to grow my bottom line, and I got so much more. **I cannot possibly endorse or recommend them enough!** If you are lucky enough to find your way to VCS, hire them! And the crazy thing is that your people, your tribe, your best customers will LOVE YOU for it. It's such a cool Win-Win-Win-Win. Thank you!”

-- Margaret M. Lynch  
Bestselling author of “Tapping into Wealth”