

ETC Announces Sales and Marketing Coaching Program

September 7, 2011 Press Release

Turning Technology into Business Growth

ETC has partnered with [The Growth Coach®](#) to help ETC entrepreneurs significantly increase revenue and profit through a twelve month sales and marketing coaching program.

Through a year-long program you'll gain clarity about what is—and what is not—working in your business and your life. You'll learn to eliminate the clutter and renew the type of focus successful people use every day to better manage their time.

"Working with Susan Katz has been invaluable to our success at [Storyfarm New Media](#). I've met many people in Susan's line of work, and Susan is the one I have chosen to help me guide our company's future. Susan's perfect tone, unique insight and genuine interest in me and my company are among many reasons I strongly recommend her."

John Sherman

Managing Partner, StoryFarm New Media

Our program teaches proven, repeatable selling processes that are guaranteed to provide the mindset and actions critical for effective selling. Learn to leverage your talents. Learn to create a focused plan for achieving long-term success. Create a way of thinking that's designed for significant business and personal growth. All of this can be achieved in just one year.

After completing the program you will gain:

- An understanding of how to spend more time working “on” rather than “in” your business
- A clear understanding of the most effective, low cost ways to grow your business
- A coaching and accountability strategy made for accomplishing your business goals.
- The benefit of group feedback and accountability

[Register!](#)

Through a unified, organized and systematic strategy you'll move in the direction of reaching, if not surpassing, your business goals. There's no better return on investment than improving your mindset and your actions. It's an investment that will improve all aspects of your life.

Program:

The process begins with two half-day sessions delivered in the first thirty days, and will cover the basics of prospecting, selling, marketing, and personal performance improvement.

The following monthly sessions include complete two-hour accountability and mastermind sessions that establish clear benchmarks for the accomplishment of goals. You'll also gain the enthusiasm, support and personal insights of the mastermind group process.

Program Dates: October 21, 2011: 8:30 am – 12:30 pm

November 4, 2011: 8:30 am – 12:30 pm

Beginning December 2, 2011: the first Friday of the month from 9 am – 11 am, continuing for 10 months

Cost: \$1,250 per participant for ETC companies

\$1,750 for non-ETC companies

50% discount for any additional employees from the same company