

This marketing expert didn't create a marketing coaching system so he could retire. He's still out in the field selling and working his coaching practice. And in this interview, you'll hear what he's been up to for the last couple of years along with 10 of his most recent coaching case studies that illustrate important lessons about his (HMA) Hidden Marketing Assets System. Richard has his coaching business down to a science and that's probably because he knows how to close deals by showing prospects the money. According to Richard, if you can't show decision makers where their companies are losing money, you're just another marketing guy and businesses are tired of those. So in this interview, you'll hear exactly how Richard closes his deals and where he finds his coaching clients. Believe it or not, he gets most of them from the same alliance. And at the end of the interview, Richard also answers questions from HMA students like you. You'll Also Hear Where to find alliances to work with in your area and how to consistently close deals. The newest ideas for finding hidden opportunities in your clients' businesses. How Richard sometimes uses the same USP for different clients and how to look for parallel situations where you can do that too. How Richard knew he had missed the mark on one of his USPs and what he did to correct it. Ways to get salespeople to dump their existing paradigms and integrate your USP. How Richard's been running easy group trainings, how much he charges, and who this type of training appeals to. Ideas for time management and shortcuts for coaching success. What kinds of businesses are the easiest to coach and which ones you'll probably want to avoid. And much more. Richard charges different clients different rates for his coaching services, and you'll hear how he determines when to charge the big bucks and how to do it. (He made \$48,000 from one recent coaching client alone!) So sit back and listen to how Hidden Marketing Assets founder works his coaching business and find out how you can leverage off of his expertise along with the combined credibility of the HMA system.

Sexual and Gender Diagnoses of the Diagnostic and Statistical Manual (DSM): A Reevaluation, Spanish ABLLS-R: The Assessment of Basic Language and Learning Skills - Revised, Mastering The Music Business; Creative Empowerment: It Factor In The Music Industry, New Approaches in Reasoning Research (Current Issues in Thinking and Reasoning), Hand-Stitched Home: Embroidered Inspirations, Ideas, and Projects,

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