



NINETY FOR NURTURE

Business Development for an
Ambitious Coaching Practice



The Ninety for Nurture Program Aims to:

- Provide EOS Implementers® more opportunities to be successful with frequent small wins.
- Provide a natural path for EOS Implementers to engage with prospects who are not ready for professional implementation.
- Support the Ambitious Coaching Practice concept that software is an integral part of a coaching practice.

Educate

Top of Funnel

Send your prospects a copy of Traction®, a \$20 investment, so they can learn the secrets of strengthening the Six Key Components™ of their business. Include bookmarks with your personal Ninety registration link. Your prospects will discover simple yet powerful ways to run their company with you as their guide.



Nuture



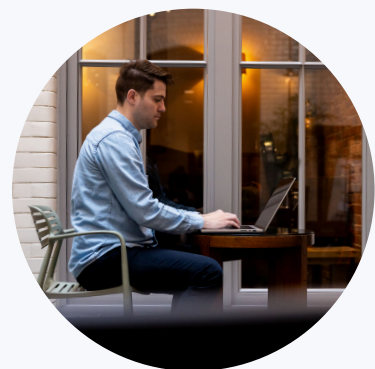
Qualified Leads

Support your prospects in adopting the core concepts of EOS® by providing them with the tools to implement them using Ninety. Help them gain Traction with Ninety's software, starting at just \$16 per user per month.

Help First

Middle of Funnel

With free access to their Ninety account, provide complimentary "Help First" time for 90 days. Leverage the automated Level 10 Meeting™ recap emails in Ninety to provide focused and thoughtful support centered around data.



Coach



Bottom of Funnel + Session Fees

The "Help First" approach will only take them so far, and you'll quickly identify who's prepared to advance to professional implementation.

