



A one-day,
Interactive Workshop
with **Nick Isbister**
& **Jude Elliman**
12.09.08

Using **SIMA®** to reveal our clients' stories

- Do you struggle to make people see the relevance of what you have to offer?
- Do you find it hard to connect with the people you know could benefit from your services?
- Do you have something great to offer people, but you just can't seem to make them see it?
- Is it a strain for you to try to sell your services?

Selling anything is hard! Selling such a vague and intangible process as coaching is doubly hard! Selling something as complicated as SIMA is trebly hard!

Yet to survive in business, to make your business work you have to 'get out there and sell!' Your livelihood depends on you being successful at this very task! Your success as a coach makes it imperative you do this part of the business well, or you won't survive!

Help is at hand! Jude and Nick will be sharing some of the things they have learnt in the twenty years they have been running SIMA here in the UK. In this workshop we will look at how you can work with your strengths to make yourself better able to tackle this perennial problem. Interactively, practically, with lots of fun we will help you work on how you can build your own coaching practices and become more effective in this vital area.

The workshop will take place at our offices in Summertown. Places will be limited to ensure quality time is available for everyone. Book now to ensure a place.

**The workshop will be run on:
12th September 2008.**

The cost for the day will be:

£ 250 (inclusive of VAT).

Lunch together is also included.

We look forward to your being with us.

To book call:

Sam Isbister on **+44 1865 513888** or email us on: **sam@sima.co.uk**

