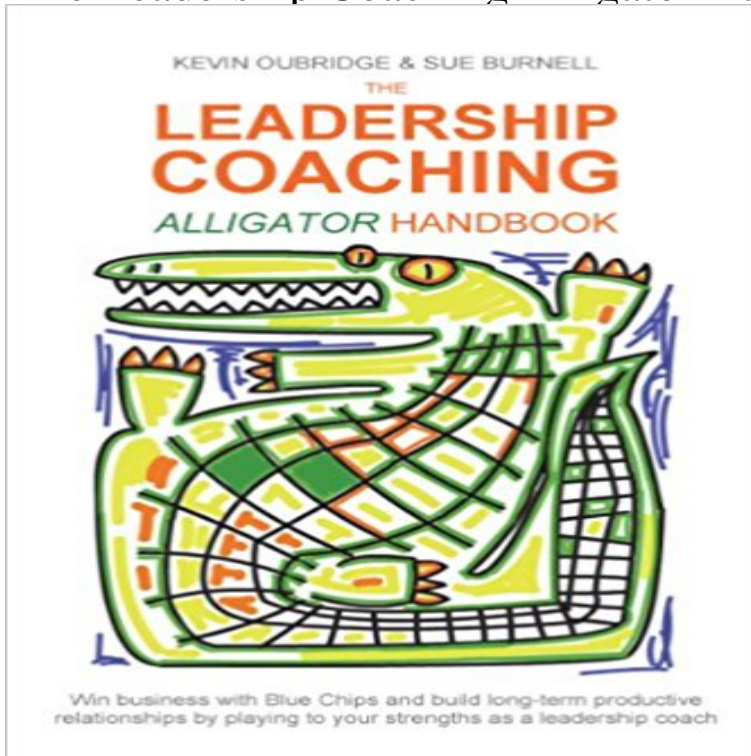


# The Leadership Coaching Alligator Handbook



You're a leadership coach, not a salesperson! How do you build a thriving business working with Blue Chips? The Leadership Coaching Alligator Handbook will help you: Connect with leaders in Blue Chips Switch them on to the value of your leadership coaching WIN business with them WIN business with other leaders in the same company Build long-term relationships and WIN business year-on-year Proactively use referrals to WIN business in other companies You can achieve all this by playing to your strengths as a coach. No need to reinvent yourself as a marketing professional. You'll enjoy growing your business as much as you enjoy coaching your clients!

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