

Welcome to the Selling Without Selling Programme

You have joined a programme that will make a real difference to the way you price and sell your products and services, and thus to your business and professional life. Thank you for your trust. All the logistics of programme membership are explained here. If you have any queries, contact david@davidwinch.co.uk or call 0800 988 5576. Alternatively you can try my mobile 07940 703895 or Skype me; I'm davidjwinch

Fees

Your fee, which will be collected as soon as possible, covers all programme activities. There are no further charges.

A receipt or a receipted VAT invoice will be e-mailed to you as soon as possible after your payment has been processed.

Coaching Calls

You will shortly be given a unique username and password to access a protected area of my website. From there you will be able to download each Workbook detailing the elements of the Selling Without Selling strategy we will be concentrating on for the next period.

You will also be able to access the coaching call booking diary in the protected area of my website to book your next coaching call. I will call you via Skype within five minutes of the scheduled start time, so please be online with 'green' status awaiting my call by the scheduled time. Two provisos apply to coaching calls: I only allocate certain days each month to coaching calls, and you cannot have more than one outstanding call booked. Your access to the protected area of my website will also enable you to download an audio recording of our latest call.

If you want to speak to me sooner than the diary permits, you can contact me directly. I enjoy giving my clients a high level of service and I don't sell my time. All I ask is that if I am able to take your call, we keep it brief or, if you leave me a voice mail, e-mail or text message, accept that I cannot always respond instantly but I will do my utmost to get back to you before the end of the next working day.

Come to coaching calls prepared to remove sources of stress in your life and business. Set huge goals and be prepared to achieve them. Be constantly willing to test and measure new ideas to see if you can further improve on what already works well for you. Be ready to re-visit decisions and assumptions you have made. There will be homework - things that you will have promised yourself and me that you will complete by the next call.

Rescheduling

If either of us needs to re-schedule a coaching call, we will do our utmost to give each other at least 24 hours notice.

Withdrawing from the programme

Sustained change takes time. While Members will almost certainly enjoy immediate results, it is important for them to realise that they have embarked on a journey and occasionally, Members experience a "low-point" between the quarter- and half-way points. This is not unusual. Nevertheless, we request that Members commit wholeheartedly to the programme as continuous evaluation can become just another distraction from achieving results. If circumstances change and a Member needs to withdraw, that is acceptable but please note that there are no refunds, and any instalment payment plans have to be completed.

Testimonials

When you're delighted with the results of this programme and have seen how it has helped your business, please may I ask you to provide a testimonial for my website, and referrals to other business owners who could benefit from programme membership.

Confidentiality

I completely understand that you may need to share with me plans, business projects, databases, financial information, job information, goals and personal information which are confidential. I will never, either directly or indirectly, voluntarily use any of this information. Neither will I tell anyone that we are in a coaching relationship without your permission.

Enjoy the Programme

I know I will. Although there is work to be done, this programme does not have to be a gruelling effort in order to produce great results. But dramatic change does take a lot of energy so look after yourself!

Expectations

Results are not guaranteed. The Member enters this programme with the understanding that they are responsible for creating their own results.

Agreement

The Member has read and agrees with the above.

Member: _____

Date: _____

Print Name: _____

David Winch: _____

Date: _____