



STRATEGIC ALLIANCE
EXTENSION
PARTNERSHIPS

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6 SAVVY WAYS TO PARTNER



EXTENSION PARTNER

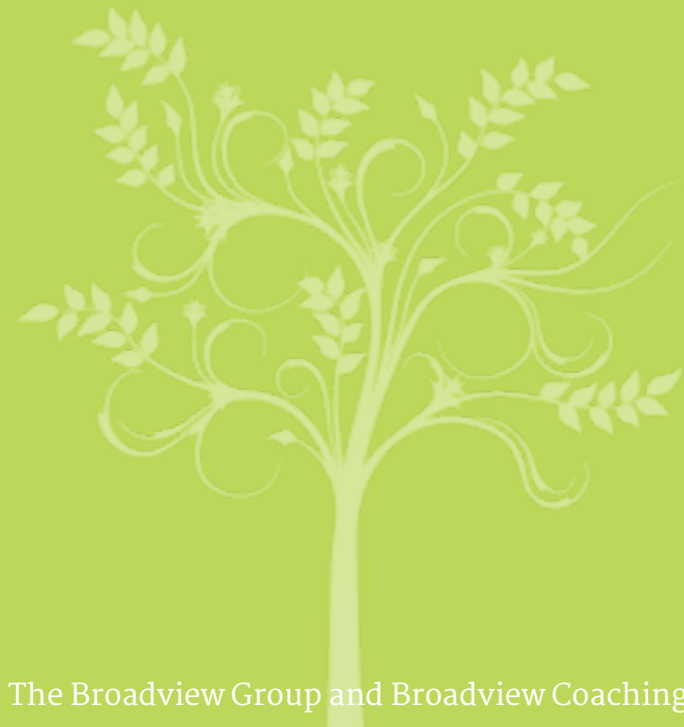


- Provide business opportunity under one company's umbrella.
- Umbrella company typically takes 30-75% cut for providing opportunity to coach/consultant
- Umbrella has both liability and responsibility of the client relationship
- Recommend that one partner exceed 50% of your overall business.

EXAMPLES

- A training company that wants to offer coaching to support successful implementation
- A coaching organization that wants to or is growing and wants to add coaches to their bench to scale
- A successful solo-preneur who has an ample pipeline to do work they no longer want to do such as workshops or group work when they want to focus on 1:1 work (or vice versa) and wants to scale vs. refer out
- A successful solo-preneur that coaches teams and feels having multiple 1:1 coaches better serves the client
- Someone who runs an intense multiple day program that wants to collaborate
- A consulting or coaching company that wants to expand their offerings based on client needs

WHAT CHALLENGES TO YOU
EXPERIENCE WITH EXTENSION
PARTNERSHIPS?





EXTENSION PARTNERS MY CLIENTS HAVE PARTNERED WITH



- Growth Space
- Coach Source
- Better Up
- Lee Hecht Harrison
- CONKT Coaches Consortium
- Bench Strength
- Mobius Leadership
- Goodstone Group
- Pluma
- Invite Change
- Coach Hub
- Shift Positive
- Cascade Leadership
- CEG Worldwide
- GDS (Guttman Development Strategies)
- CCL (Center for Creative Leadership)



WHY THERE IS SUCH A LARGE SPECTRUM

Lots of factors impact where they are on the spectrum

30%

Typically more autonomous, often higher end clients, may involve you in the biz dev process, often paid after they are. Mostly boutique firms. Open to negotiation

75%

Provides more training, structure/guidelines, and oversight. Handles biz dev and usually people are assigned to you. Paid monthly. Usually well established with large bench (\$10M annual revenue and above).

As example: many firms who are “approved vendors” for large companies like Microsoft, Amazon, etc, charge 15% simply to handle getting the contract signed, invoicing and liability insurance



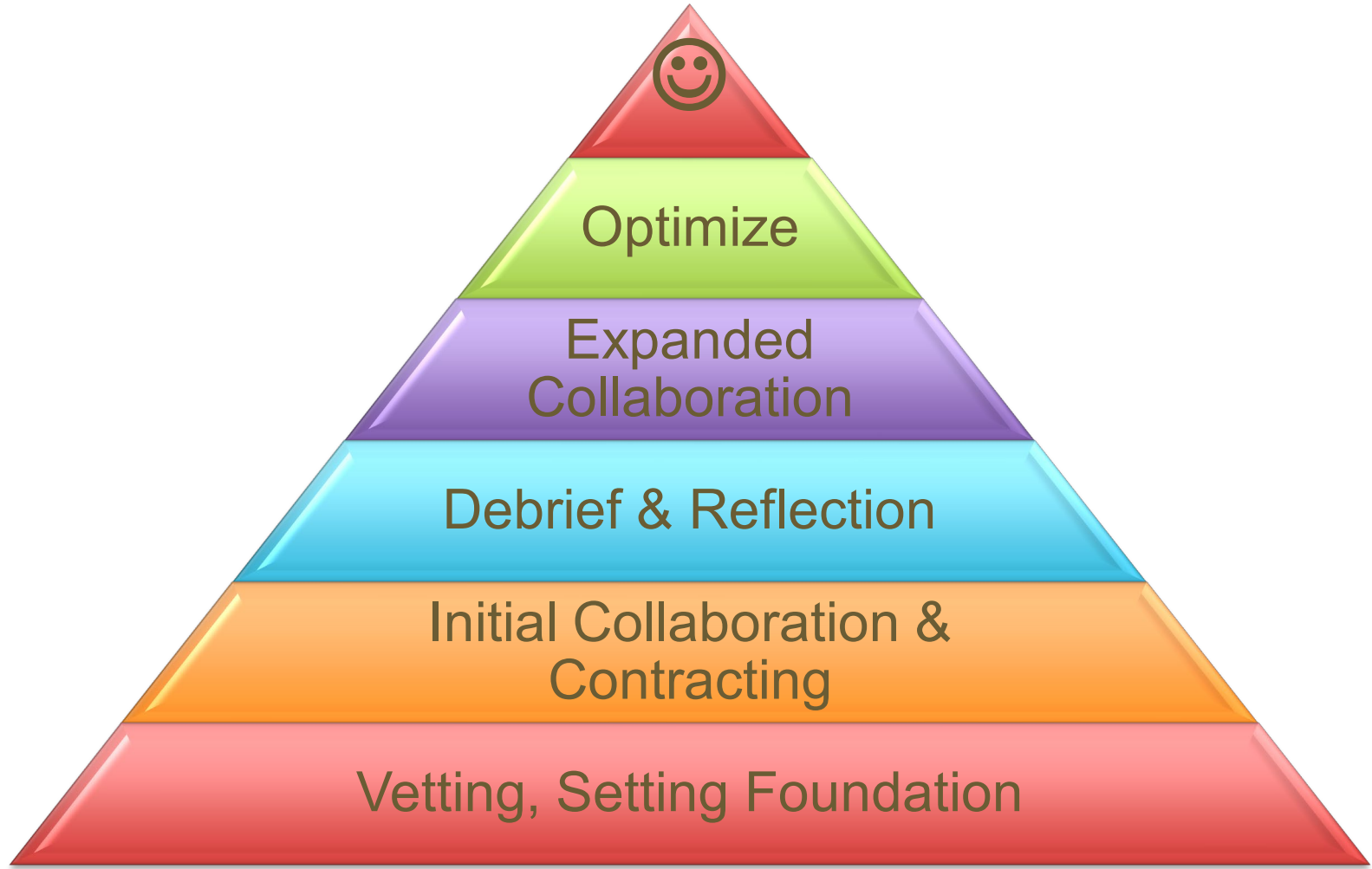


THINGS TO CONSIDER



- What benefits does an Umbrella company offer their bench? (extras)
- What can the extension partner charge for (travel time, admin/prep, coaching time, cancellations, training time, etc)?
- What is expected of the extension partner? What is paid/not paid
- What are the payment terms? What happens if a client is delinquent in paying their invoices?
- Do extension partners get to do a chemistry call or have a say in who they work with?
- What happens if it's not a good fit?
- How much oversight and involvement does the umbrella company have?
- What are the confidentiality, NDA, non-compete and non-solicitation clauses?
- What is expected in terms of availability or capacity? What is the biz dev pipeline?

RECOMMENDED PROCESS FOR EXTENSION PARTNERSHIP





THE 7 C'S

“Click”



WHAT
QUESTIONS
DO YOU
HAVE?

