

PACKAGE PRICING

NAIFA SALES COACH

OPTION	PROGRAM	DESCRIPTION/COST
1	First Free	Buy the book: What Every Great Salesperson Knows-A No-nonsense Guide to Sales Success and receive a free 45 minute individual coaching session with Bob Arzt. Your free coaching appointment must be scheduled within 30 days of purchasing the book.
2	Individual Coaching	Two-one hour individual coaching calls with Bob Arzt each month for six months (Payment plans available) NAIFA Price: (450 per month) \$2,700 Retail Price: (\$500 per month) \$3,000
3	Group Coaching- Champions' Success Groups™	Two-one hour group coaching calls each month for 4 months. Group size: 8-12 participants. (Payment plans available) NAIFA Price: (\$150 per month) \$600 Retail Price: (\$200 per month) \$800

NAIFA MARKETING COACH

OPTION	PROGRAM	DESCRIPTION/COST
1	Silver Package	This package is an introduction to understanding the value of marketing in business and the value of marketing yourself. This 2 part series of 20 minute podcasts will give you the foundation of content available in developing a Marketing Plan for you! You'll also receive the first five chapters of Stan's book, "Marketing YOU" in digital format FREE to NAIFA Members! At the close of this package, NAIFA members may schedule a one-time, one-hour, one-on-one coaching session with Stan at exclusive NAIFA price of \$250 .
2	Gold Package	Includes the Silver Package. Plus, a series of 7 learning sessions offered in a Webcast* format designed to help NAIFA members take their business to the next level using new, powerful marketing strategies. NAIFA Price: \$1,000; Retail Price: \$1,300
3	Platinum Package	Includes up to 8 sessions – either on the phone, in person, or via tele-conference, (scheduled according to specific need). The length of these sessions will be no less than 30 minutes but not longer than 90 minutes. NAIFA Price: \$2,200; Retail Price: \$2,500

NAIFA PRACTICE DEVELOPMENT COACH

OPTION	PROGRAM	DESCRIPTION/COST
1	Easy Access plus Books	Includes online articles and case studies plus the first 40 pages of <i>The Entrepreneurial Journey</i> free to NAIFA members. <i>8 Best Practices of High Performing Sales People</i> NAIFA Member Price: \$19.95; Retail Price: \$24.95 <i>The Entrepreneurial Journey</i> NAIFA Member Price \$26.95; Retail Price: \$29.95 <i>The Business Builder</i> NAIFA Member Price; \$17.00; Retail Price: \$19.99 <i>How to Become a Millionaire Advisor DVDs</i> (#1 – Establishing Trust; #2 Learning How to Build Commitment) NAIFA Member Price: \$85.00; Retail Price: \$99.00
2	Web-based program "Getting in the Game"	Includes 12 month access to online practice management portal and online resources including Best Practices from high-performing advisors; Participants will be able to create a unique business plan, tactical plan, and marketing plan as well as generate a set of pro-forma income statements that forecast their revenues, expenses, and income on a product-by-product basis; includes two group teleconferences NAIFA Member Price: \$500; Retail Price: \$750
3	Executive Coaching	Six 30-minute telecoaching sessions all designed to help advisor understand how to engage more meaningfully with prospects, clients, staff and others. Includes access to Practice Development portal for six months. NAIFA Member Price: \$2,800; Retail Price: \$3,000
4	Business Builder Workshop	Three-phased engagement process program designed to help participants analyze their business plan to ensure it supports their business objectives and to challenge advisors to identify and develop new strategies. Includes 30-minute pre-session conference call; one-day face to face consulting session and two 30-minute follow up conference calls NAIFA Member Price: \$1,300; Retail Price: 1,500
5	Advanced Practice Development Program (APDP)	Three-phased engagement process consisting of a 30 minute pre-session conference call; one-day face to face intensive consulting session; two 30 minute follow up conference calls (45 and 90 days). NAIFA Member Price: \$7,000; Retail Price: \$7,500