

CLIENT PROPOSAL TEMPLATE

[INSERT LOGO]

NAME
TITLE
COMPANY NAME

NAME,

Re: How to Fascinate® Training

This proposal comes as promised to provide you with details on bringing How To Fascinate® Training to your organization. The Fascinate system is based on studies with over a million professionals, in a range of industries and departments, including over a thousand C-level executives. With over a decade of research the system was developed by world-class branding leader, Sally Hogshead whose research aimed to discover your personality's highest value, through the science of fascination.

Proposed Option:

A half-day session (up to 4 hours). In this option **YOUR NAME**, Certified Fascinate Advisor would deliver a session exploring the Fascination Advantage of each individual and develop their personality brand - Fascination Anthem. Participants would leave with a basic understanding of how to use these tools in their work and with each other. In this high-energy session, participants will be engaged in an interactive and engaging presentation. They will learn to:

- Apply their Fascination Advantage® to influence others and communicate at their best.
- Leverage their Advantages and create a personal brand that stands out through their differences.
- Learn about their communication 'red flags' and how they could be turning people off.
- Describe their value in 2-3 words by creating an Anthem; also known as a personality tagline.

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OR

A full day session (up to 6 hours). In this option **YOUR NAME**, Certified Fascinate Advisor would deliver a session exploring the Fascination Advantage of each individual and develop their personality brand - Fascination Anthem. Participants would leave with a basic understanding of how to use these tools in their work and with each other. In this high-energy session, participants will be engaged in an interactive and engaging presentation. They will learn to:

- Apply their Fascination Advantage® to influence others and communicate at their best.
- Leverage their Advantages and create a personal brand that stands out through their differences.
- Learn about their communication ‘red flags’ and how they could be turning people off.
- Describe their value in 2-3 words by creating an Anthem; also known as a personality tagline.
- Solve real work situations and generate team sourced ideas using the Fascinate Advantages.
- Understand your team’s core strengths, communication style and how as a team you’re most and least likely to solve problems, deal with conflict and achieve results.

The key objective is for participants to walk away feeling more confident in who they already are and what they’re doing right, so they can:

- Identify top strengths
- Make stronger first impressions
- Build more powerful relationships
- Increase influence and impact
- Improve communication and team effectiveness

Include testimonials and references (see Sample version for ideas)

- “TESTIMONIAL.”
- “TESTIMONIAL.”
- “TESTIMONIAL.”

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YOUR INVESTMENT

Training option includes (this is an example, revise as required)

- Access for each participant to take the Fascinate Advantage Assessment® and receive their full report.
- Each participant will receive a How to Fascinate® Training Handbook.
- NY Times Best Seller How the World Sees You, written by Sally Hogshead
- A full Fascinate Advantage team analysis with a 1 hour Manager post training debrief.
- Ongoing email follow-up specific to their assessment results, supporting and building their understanding and confidence in using their Advantages.

A X hour session, \$X,XXX for up to XX people plus travel expenses (airfare, hotel, meals, and ground transportation, estimated at \$X,XXX).

All investments assume training on your site or at your expense.

SUSTAINING THE LEARNING

We believe that training is an event, but learning is a process. Because of that belief, we like to do everything we can to extend the learning experience and help people apply what they have learned once they return to work.

One on one and group coaching options are available after the presentation. The content of these calls can be completely up to the individual/group based on their challenges, concerns and questions or a sample of topics listed below (not limited to) can be offered as part of an ongoing learning program:

- How to influence decision makers?
- How to be seen as a credible leader?
- How to work with different communication styles?
- How to connect with your audience?
- How to craft a fascinating elevator pitch?
- How to inspire others to carry out your vision?

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We'd look to your team and organization's needs, feedback and through consultation with you, we'd create the best options.

NEXT STEPS

Let me know what further questions you have. Our training options are built in collaboration with you so you get the most personalized and customized solution for your people and business. Please continue to share any of your questions and inquiries. I can also help you create your next steps. I look forward to working with you to bring the powerful Fascination tools to your team.

Sincerely,

NAME
TITLE
TELEPHONE
EMAIL
WEB

YOUR BIO
[INSERT IMAGE AND BIO HERE]