



change
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Change Grow Achieve

Helping Transform Companies through People

About Change Grow Achieve:

Change Grow Achieve seeks to simplify the process and mindset it takes to successfully sell your products and services. Without creating unnecessary or overly complex methodologies, focusing on easily implemented & common sense approaches, and all while not being what we call “salesy weirdos.” Because nobody wants that.

No matter what type of business you have, or what your personality is, everyone can use a coach to help them take things to a new level. We work in many industries and use our experience working with diverse clients to help our new clients get a fresh perspective for their specific business. We don't pre-prescribe solutions, but rather help you find your unique possibilities.

In the education space, Change Grow Achieve has worked with numerous colleges and universities, helping them improve their admissions processes, create marketing and sales alignment, and help develop best practices with leadership teams. We help them build playbooks, email sequences, and coach on proper customer interactions. All with a focus to drive conversions of leads to start.

Prior to starting Change Grow Achieve, Joe worked for fifteen years in the for-profit education industry in many areas, mainly with a sales and leadership focus. He was a top performer and broke many records in Admissions. The story is similar to many coaches as after being in executive leadership positions for many years, it was time to move on and make the crazy leap to entrepreneurship. Over the past five years, Change Grow Achieve has been able to grow its reach globally, and is sought after to provide coaching, training, and consulting services for companies of all sizes, in all industries. From local startups like Waterworth in Victoria BC who sell water rate software to governments all over North America, to global brands like MERCK who had Joe as their keynote speaker and trainer at their global sales conference in Warsaw Poland. We focus on the human aspects, psychology, and truly connecting with your customers.

Through individual or group training, ongoing coaching, in depth consulting, or building programs, we have been able to help our clients achieve the right results at the right time without prematurely pre-prescribing solutions whether it's face to face or online. Having worked with various markets, and all business sizes, we seek to provide the right perspective that will help propel each client forward in a way that makes the most sense for their specific business.

We focus on results and sales coaching is our specialty.



Clients and Offers

We currently work with clients around the globe, helping them with sales process, mindset, and developing sales teams. We have numerous clients in various industries such as; for-profit education, logistics, funeral homes, UX teams, digital marketing, remote power, nuclear subs, and chartered jets - pretty much anything. Essentially we help salespeople and organizations find their rhythm and make things happen. We're continually working on expanding our team and offers. Because we work with such diverse clients, we are constantly bringing in fresh ideas that we discover along the way and don't have to rely on "well, that's just how we've always done it before."

There are a number of ways we work with clients:

1. **Ongoing coaching/consulting:** Ideally, we love working with clients who we've been with for a number of years, coaching them consistently on challenges, opportunities, and pretty much anything that will give them an edge. We look at these services not as a cost, but a resource for our clients - almost as an extension of their management team. Working on rep coaching, training & development, leadership, systems & process - basically anything that needs to get worked on. Typically, this is done through weekly coaching sessions of 60-90 minutes and then they work on projects in between our time together. We work on a retainer basis which allows them to reach out anytime they need help and that often is when we find some wins with the just-in-time support. Most of our clients are in other countries, so we use tools like Zoom and Google Drive to do our video sessions, record, and build documents - all of which then become sales assets and resources for the client.
2. **Speaking and workshops:** Joe is asked quite often to speak and do training for companies all over the globe. Most recently was an emergency trip to Warsaw, Poland to do a global sales training for MERCK which also ended up with him doing their keynote as well. Not to mention he got to wear lederhosen. Joe travels quite a bit to speak with various groups like the Chamber of Commerce as well as do keynotes for associations like the Professional Organizers of Canada. Coming from a sales background, Joe knows that training really doesn't exist in isolation, so we try to work with these groups and clients to move towards ongoing support and coaching as we know 87% of training is forgotten within 30 days.
3. **Program development:** We have developed a few training programs for different businesses specific to their needs, and this will be something we will continue to pursue. For example, we are currently working with an art academy to build a platform for their artists to learn to be entrepreneurs and sell - "artpreneur". Also working on a few new LMS (learning management system) projects where we can start to create certifications, badges, and gamification. Advanced versions of the Sales Hero Academy (our online training platform).
4. **One off projects:** We have a number of clients who find creative ways to use us in their business from onboarding new staff, training admin, leading their staff meetings, or coming in to do a coaching session. We are big fans of cool projects and people, and are always open to new ideas.
5. **Partnerships:** As we've been developing into new areas, we get asked to be involved in some pretty cool ideas. Especially because sales is such a mystery for many of these projects. We have a few marketing firms that bundle us into their offers for a more aligned approach. We are working on some interesting RFPs where we are either a part of another brand or we are co-branded.



We have built a number of platforms serving various purposes:

- ChangeGrowAchieve.com – our primary business site
- JoeGirard.ca – a content focused, blog and online product site
- [Sales Hero Academy](http://SalesHeroAcademy.com) – Online training on demand for sales professionals and entrepreneurs
- [Sales Hero Podcast](http://SalesHeroPodcast.com) – Audio content for sales professionals
- We will be bringing back "Whiskey Friday!" by popular demand (live streaming talking biz and drinking the tasty brown liquid)

Some BONUS STUFF:

- We just recorded a quick training for the Sales Hero Academy Site that gives you an idea how we structure sales conversations. This has worked VERY well in all industries and helps position value-based fees. We help work teams through this: <https://vimeo.com/160398234>
- And you can see a breakdown of one of our for-profit education client's lead flow and funnel in this video <https://vimeo.com/161797612>. We have helped them double their customers in one year. Pretty cool.
- Plus, you can check out our client page for others we have worked with. <http://changegrowachieve.com/clients>

Qualifications and Experience of Key Staff

We have three staff who work on a contract basis, and have numerous other partners and outside coaches/consultants in our network who are available for projects.

Joe Girard is the founder and primary consultant with Change Grow Achieve. He is on a mission to help more people sell without being "salesy." As a sales performance coach, his goal is to make selling easier for anyone. Whether they are a solopreneur or a billion dollar giant, Joe has been involved in creating some pretty cool results and is asked to speak at events around the world. Recently, he was the keynote and sales trainer for MERCK in Warsaw Poland.

As a sales coach, Joe works with all sizes of businesses on finding hidden opportunities, simplifying processes, and crafting the bulletproof mindsets to succeed. Focusing more on the human aspect of business, Joe wants to get businesses back to what matters - understanding what makes their customers tick and then helping them win. You can connect with him through his consulting company [Change Grow Achieve](http://ChangeGrowAchieve.com), subscribe to his blog at JoeGirard.ca, check out his online training at SalesHeroAcademy.com, or listen to his [Sales Hero Podcast](http://SalesHeroPodcast.com). The number one reason people like working with Joe is that he "gets it" and is for the most part...normal.

Additionally, on the team at Change Grow Achieve Consulting is **Cindy Campbell** who has extensive experience in corporate leadership, training & development, and curriculum & program design. This allows us to customize tools and resources for our clients and provide additional services as needed. She is the one who builds programs and creates the consistency in training materials.

Lastly, **Malcom Cannon** is a UX (user experience) expert and copywriter. He is currently working on the backend on the complete redesign of our brand, funnels, messaging, and basically is cracking the whip on Joe. He will be available to do research, build content, and assist with any technical training and support.

Here are a few samples of existing resources that are shared with clients.

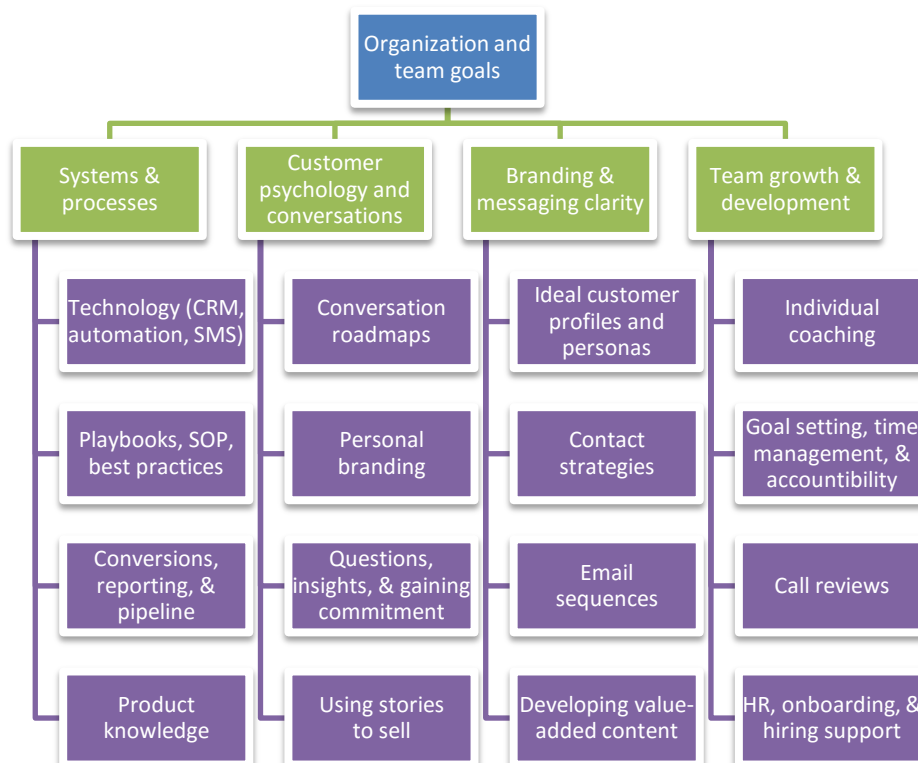
- [Asking the Best Sales Questions guide](#)
- [Sales Conversation Roadmap workbook](#)
- [90 Day Sprint: Goal Getting guide](#)
- [Sales Call Rubric](#)



Delivery of Online Coaching and Consulting:

There is a big difference between coaching, consulting, and training. The challenge with most training programs is that they are typically one-size-fits-all, are pre-prescribed solutions, and tough to create retention. Which is why we focus more on the coaching and consulting as our primary business. Our process allows us to dive in and find what the specific needs of our clients are and then help craft the best way to help them move forward.

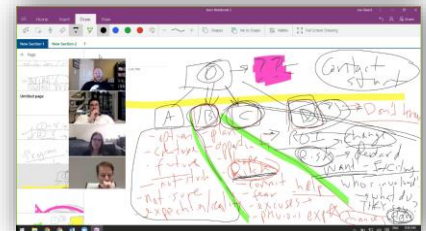
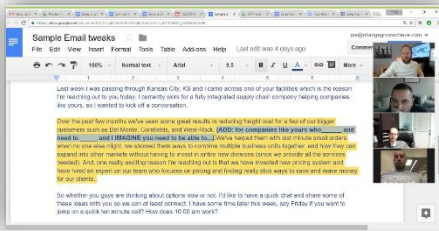
There are many ways we can approach helping our clients achieve their goals and through our processes, we can quickly identify the right needs at the right time. It could be in systems, communication, branding, or assisting with the team as a whole. Using a systems approach, we work to uncover the causes and effects in all of our clients businesses. Below are just some sample areas that we could potentially work on:



The goal with our client work is to ensure we are constantly identify the highest priority challenges, work to solve them, and then tackle new challenges. We make sure we are flexible enough in our approach that we can always help clients move forward. Which is a big reasons clients stay with us for years.

Zoom:

Our coaching process is effectively delivered in English through Zoom for our existing clients. It allows us to connect, share screens, and record the sessions for later. We have clients globally in varying time zones, so we are very comfortable managing these sessions remotely.



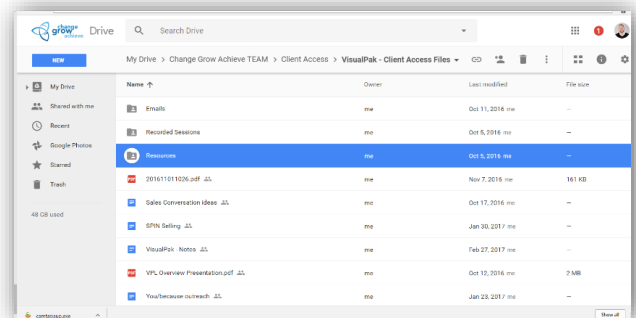
Here are a few sample zoom sessions:

- [Selling the value of YOU](#)
- [Power of video and your personal brand](#)
- [Think like a CEO](#)
- [Sales email mastery \(group coaching\)](#)

Google Drive:

We use Google Drive as the source of client resources, recorded sessions, and supplemental tools. Clients will have access to these folders as we work together and can access extra resources as needed. It also allows us to collaborate effectively both on and offline.

To the right is an example of a client's private access folder:



The structure of the coaching typically is done on a weekly basis following these processes:

- Clients attend a live weekly call of 60-90 minutes which will go over the weeks materials, answer questions and set the group up for their activity to implement that week
- The magic happens in between these sessions as participants will be applying the lessons
- We are available via email or call if necessary to support the participants between sessions
- Recorded sessions will be loaded into Google Drive for those who could not attend

This delivery method has been successful in our one on one as well as group coaching and training. And from working this way for a number of years, we have found that it is just as effective as face to face coaching and training. You can connect with people around the globe in a real way with today's technology.

Case Studies & Testimonials

Below are some references from various educational institutions, entrepreneurs, and organizations who we've done some cool work with. You can see more of these on our clients page:

<http://changegrowachieve.com/clients/>

Paroba College

For more than two years, Change Grow Achieve has worked with Paroba College, helping them through various phases of their admissions team changes and working directly with their management team.



In the first year, we helped them increase their overall conversions by more than 5%. The second year, they nearly doubled their revenue from the year before!

The reason for their success was that week after week, they attended a session with us and then went and applied it to their business. They were constantly testing new ideas, processes, and language with a mindset of “always be testing.” The whole team was coachable which was a major factor in their success.

This allowed us to solidify their admissions fundamentals quickly and get to more complex projects like new CRM and automation tools.

Through the time working together, we were able to add new admissions staff quickly, and when their top rep was headhunted by another organization, we were able to help with the search, recruitment, and onboarding of the new team members. All without seeing a decrease in conversions.

A few key highlights:

- Implemented a 21 day contact strategy for inbound leads
 - Created successful SMS processes that increased top of the funnel conversions dramatically. Using the right combination of humor, images, and normal language, we were often able to get contact rates as high as 90%
 - Utilized video emails effectively
 - Designed an efficient social media strategy that did not take much of the reps time
 - Trained front end and support staff to be more customer focused
 - Coached campus director through some key change management areas
-



Simiplex Technologies

My name is Avrohom Gottheil. I am founder and CEO of SimiPlex Technologies, LLC, a business that helps businesses save time & money on their phone service. I wanted to give a testimonial to Joe Girard, who was a great source of help to me, not just on a business level but also on a personal level.

Prior to my relationship with Joe I was shy and did not express much energy when on camera. I also used a lot of industry jargon when describing what I do, which resulted in very little engagement when presenting myself online. I also didn't understand how to ask the right questions during the sales process, which resulted in very little sales.

Joe invited me on as a guest on his Whisky Friday live stream show, where I joined him week after week to discuss business in a casual manner. As a result of the weekly exposure to putting myself out to the world, I am now hosting my own podcast and You Tube series, #AskTheCEO, where I interview business owners to talk about their business and share their experiences and inspiration, so that they can inspire others to do the same and become successful at life.

This has resulted in my network growing exponentially, as well as some amazing opportunities to connect with people who can help move the needle for me in a very big way.

As a result of Joe's training in the Sales Hero Academy, using the SPIN selling methodology, I learned how to ask deeper questions to uncover the true change motive and provide real value, as well as weed out business that are not looking to buy.

-Avrohom Gottheil, Owner, Simiplex Technologies

Bryan College

Like many one location colleges, Bryan College had the challenge of lack of admissions management and support. They have a fabulous campus, amazing staff, and a strong leader as a campus Director. However, the Admissions team was struggling in a competitive market.



We began work with the team, helping find the gaps in their existing processes. We discovered some conversational tweaks quickly, the reps were coachable, and we did extensive work on mindset.

In the first three months, the reps were able to increase overall lead to start conversions by 2% and it continues to grow.

The relationship with Bryan College is one of a remote Director of Admissions where we work with the team and individuals on goals, accountability, and coaching.



I first met Joe when I signed up for a workshop he was offering to Westshore Chamber members. My business, Seriously Creative, at that time was a home based business which consisted of myself and some local project based contractors. The purpose of the workshop was to “Take your business to the next level”. I came into this workshop with two major decisions I needed to make regarding the business. First I felt like I needed to either fine tune the business or expand. I was working 50+ hours per week which was not sustainable so my question was should I bring on employees as opposed to the current set up of relying on private contractors. The Second was do look at moving into a dedicated office space.

Throughout the process of this course we spent considerable time on determining what our customer segments are, which ones we should be pursuing and which ones we shouldn’t. This is something I had never done in my ten years of being business for myself and the results were surprising. I quickly realized I was spending too much time on the wrong clients. The idea of restructuring how and which clients we concentrate on and then measuring how that would affect the man powers helped answer my first issue which in turn answered my second.

I made the decision to hire a full time employee and find dedicated office space. Now, five years later we’ve just completed building a new office of our own. Our first office served us well but we found we needed a dedicated conference room and more space for our new team members. In that time we’ve gone from that first employee to 3 full time staff plus myself and are currently looking to hire a fourth.

I attribute the growth of our business to several different things including taking a more active role in networking groups and joining a number of different business groups. All of that came directly from the work we did with Joe. Joe helped us define who our perfect client was and how to find them ad that is what we have been doing ever since, and it has worked.

I highly recommend Joe Girard, I consider the sessions and the time we spent with him our “Secret to Success”.

- Kelly Darwin, Seriously Creative

Joe Girard delivered the keynote address at our 2016 conference, in front of approximately 150 solopreneurs and small business owners. He was hands-down the most popular keynoter we’ve ever had. His presentation material and style were dynamic, unique and refreshing. Joe took the time to learn about our association and industry, so his presentation was tailored and relevant. Comments from attendees included “I couldn’t wait to get home and start practicing the techniques” and “I didn’t think I had anything to learn about selling, but I learned a lot”. Our whole group was fired up and inspired, and the conversations continued long after the presentation was over.



- Stephanie Deakin, President, Professional Organizers in Canada



Discovery College

Discovery College is a ten campus and growing private career college in British Columbia Canada. We have been working with them for a number of years, doing group training sessions, one on one coaching, and behind the

scenes development of processes and systems.

They have a call center team which we have helped refine processes with. We have been involved in the recruitment of new reps, including interviews, job postings, and onboarding.

Discovery continues to find ways to use us to help them find opportunities in their business. We are looking at helping them expand their offers, grow into new markets, and create partnerships with other institutions. What started as Admissions support and training has evolved into a strategic alliance.

Change Grow Achieve was well received by my staff and provided excellent and professional training. Our staff commented on how the training changed their mindset and customer service delivery with more focus in providing higher level service offerings.



Working personally one-on-one with Change Grow Achieve allowed me to refine and develop my confidence in increasing my prices for services. I frequently consulted with Joe on many aspects of the business and it saved me money, time, and hassle. Our work with Change Grow Achieve has been one of the most profitable and successful business relationships I have enjoyed.

-Chantelle Pasychny, Owner, designHouse Salon Inc.



Econics started marketing our brand new software tool in the US in mid-2016. WaterWorth® helps municipal managers set utility rates and figure out how to sustainability fund water systems. We knew we had a great product that will contribute to making communities more sustainable. But, not being trained salespeople, we quickly realized we didn't have a clue how to sell it.

Joe set us up for success. He helped us develop a complete sales system from basically scratch, covering everything from the prospecting phase through to closure. We now have a completely standardized, multi-stage sales process in place that takes all the guesswork out of what to do next. We're still constantly refining the approach, but it's already starting to bear fruit. Joe's advice was instrumental in landing our first WaterWorth® sale in the Fall (in Colorado), and we are now up to 20 customers and counting across eight states. We've fully documented the process in a sales handbook, and are about to hire a Sales Development Representative so we can start to scale up (Joe is helping us write the job description). We still had to the hard work, but he consistently kept us going in the right direction.

Joe has a contagious enthusiasm for what he does. Even staff that are not part of the sales team get excited when I announce that he is coming in, because he brings such terrific energy into the office. We really consider him a part of our team, and he has been critical in taking our business to the next level.

-Kirk Stinchcombe, Co-Founder, Econics

Let me know how we can help you achieve your goals. Let's find the possibility in your business and your team and create a game plan for success.

-Joe Girard

Owner, Change Grow Achieve Consulting

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