



International Association of U.S. Government Contractors Announces New Federal Certification Program for Business Coaches, Chip Ellis FEDVICTORY Contracting Program

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The International Association of U.S. Government Contractors (www.IAUSGC.org) announces a new federal government certification program for professional business coaches to enable them to help their clients capture federal government contracts with agencies like the Army, FBI and Homeland Security, to name a few.

IA U.S. GC has announced today a new FEDVICTORY Certification Program to enable businesses coaches to help their clients grow by launching them into the federal government. "This is a win-win for the business coach and their client," said Chip Ellis FEDVICTORY Contracting Program. "The clients are able to add the biggest customer in the world as a client."

There are significant benefits for the business coach to becoming a member of the FEDVICTORY Certification Program. It monetizes inactive clients: An International Coaching Federation (ICF) study of over

5400 coaches once showed that 83% of clients stay with a business coach for over 3 months, and slightly more than 50% stay with a business for over 6 months, and some will stay for years and years. The average client stays 8.8 months. With that said, the company says their experience shows it's not uncommon for a business coach to have 10 -100 or more former clients.

The challenge is how to monetize these former clients. Chip Ellis FEDVICTORY Contracting Program explains, "One of the biggest opportunities for any business coach is to reactivate old customers and the beauty of the FEDVICTORY Certification Program is coaches will have a valuable new tool to help their inactive clients to grow." 2. Eliminates trade-off of time for money: In a 2016 study by the ICF, Ninety-four percent (94%) of coach practitioners offer one or more services in addition to coaching within their professional practice. On average, coaches offer 2.8 services in addition to coaching. "However, the challenge for the business coach is how to scale without trading time for money," Chip Ellis said.

The same ICF study showed that among coaches with active clients, the average annual revenue from coaching equals only \$62,000. Usually a business coach must balance bringing in new clients with coaching while constantly trading time for money.

"All the coaching for the FEDVICTORY Contracting Program is performed by the International Association of U.S. Government Contractors allowing the business coach to bring in additional revenues without giving up precious time," says Chip Ellis, FEDVICTORY Contracting Program.

A new competitive advantage: The ICF shows that there are currently approximately 53,300 coach practitioners worldwide and 17,500 in North America alone. With competition growing by the day, it's becoming harder and harder for the professional business coach to differentiate themselves from the competition.

"A client should choose a business coach who can help them add the largest customer in the world -the US Federal Government," says Chip Ellis, FEDVICTORY Contracting Program. Since 2008, the International Association of U.S. Government Contractors has coached over 1,500 small businesses successfully launch into the federal government marketplace.

Chip Ellis believes that small business owners must have professional coaching to learn how to properly market their products and services to the federal government and now the FEDVICTORY Contracting Program has a special program to certify business coaches to allow them to monetize their inactive clients, avoid trading time for money and gives them a unique competitive advantage in the competitive business coaching space.

Chip Ellis explains, "It's all about bringing the skills and resources like the FEDVICTORY Coaching

Certification Program into a business coaching practice so they can take their business coaching practice to the next level.? Anyone who is a business coach and would like make serious money by helping inactive clients capture federal government contracts and need help exploring if the federal contract coaching is the right fit for their business, then the FEDVICTORY Coaching Certification Program presented by the International Association of U.S. Government Contractors may be a good option.

For more information, please use the contact information provided below.

About Chip Ellis FEDVICTORY Contracting Program: The International Association of U.S. Government Contractors is located in Fort Lauderdale, FL. The Associations? Mission is to enable small business to seriously grow profits by training and coaching owners to capture as many \$5,000 to \$25,000 federal contracts as they can handle by building relationships instead of bidding cold, misusing the GSA, enduring massive red tape or needing to hire expensive government consultants.

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IAUSGC

Since 2008, we've been enabling small business owners to grow by selling to multiple giant federal government agencies.

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