



ETHR FUTURE SKILLS
AWARDS



TRAINERS & COACHES BUSINESS MASTERY PROGRAM

**BUILDING A PREDICTABLE TRAINING BUSINESS
TAKE ACTION | BUILD VISIBILITY | CREATE CONSISTENT INCOME**



WHY MOST TRAINERS & COACHES **STRUGGLE?**

- “I know how to train and coach... but I don’t know **how to get clients.**”
- **Dependence** on referrals or luck
- **Inconsistent income** month-on-month
- **No clear niche** or positioning
- **Difficulty in selling** without feeling pushy



THE **SHIFT** IN MINDSET

Trainer Mindset	Business Builder Mindset
Waiting for opportunities	Creating opportunities
Generic offerings	Clear niche & positioning
Occasional assignments	Predictable pipeline
One-time clients	Repeat & retainer clients



LEARNING JOURNEY





PHASES OF MASTERY



A VIBRANT JOURNEY OF PROGRESS FOR TRAINERS AND COACHES.

CLARITY & POSITIONING



01

You know what to sell

VISIBILITY & LEAD GENERATION



02

You start getting leads

Sales & Conversion



03

You start closing deals

Systems & Scaling



04

You build consistent income

MODULE PLAN



1

CLARITY & POSITIONING

- Define niche and ideal customer
- Identify high-demand problem areas
- Craft signature offer

2

VISIBILITY & LEAD GENERATION

- Build personal brand
- Create content that builds authority
- Corporate outreach strategy

3

SALES & CONVERSION

- Sales mindset for trainers
- Structuring discovery conversations
- Proposal, pricing & closing

4

SYSTEMS & SCALING

- Lead tracking
- Building revenue pipeline
- Retainer & repeat business strategy

WHO CAN DO THIS PROGRAM?

Trainers & Coaches

Consultants

HR Professionals

Aspiring entrepreneurs



WHAT MAKES THIS DIFFERENT?



YOU WILL LEAVE WITH YOUR:



Clear niche & positioning



Ready-to-sell signature program



Lead generation system



Sales approach & scripts



ACCOUNTABILITY

BUILT-IN ACCOUNTABILITY SYSTEM FOR BETTER RESULTS

**ACCOUNTABILITY 1
WEEKLY ACTION TRACKING**

**ACCOUNTABILITY 2
OUTREACH & VISIBILITY TARGETS**

**ACCOUNTABILITY 3
LEAD GENERATION TARGET**

**ACCOUNTABILITY 4
INVESTING TIME AND MONEY MARKETING**

***Because results come from consistent action,
not just knowledge***

PROTOUCH

About us

Protouch is one of the most admired talent transformational and reskilling organisations enabling sustainable business and organisational culture impact. An ISO 9001:2015 certified company, its mission is to improve business productivity and enhance leadership development across the organisation. It is providing 360 degree training solutions from entry-level to senior management. It imparts highly engaging corporate trainings, workshops and coaching services with a clear focus on results while developing holistic learning for the participants.

Protouch reskilling institute works extensively in the area of skill enhancement and youth employability. Hundreds of young professionals every year accelerate their careers by undertaking its wide range of certification programmes. These programmes are delivered through 100% practical approach by an experienced team of industry experts.

Protouch has successfully partnered with Times Group through which it provides executive education for working professionals from premium management institutes.

Protouch training programmes and its alums of the reskilling center has been widely recognized across various respectable forums and organisations.

CLIENTS



SAMSUNG



Happy pet. Happy You.



Crompton



accenture



adani



RECOGNITIONS

Protouch, is recognized as one of the 10 Best Startups in Corporate Training, Education Excellence Award and Indian Achievers' Award for Training Excellence among many others. These awards emphasize the exceptional accomplishments of the company and its noteworthy contributions to the enhancement of executive education and training.





Dr. Aparna Sethi is a seasoned HR professional with over 20 years of experience in human resource management.

She has a Ph.D in Management and HR and expertise in employee development and coaching.

Dr. Sethi has a proven track record of turning human resources into human capital and hence drive massive organizational growth and overall employee experience.

Dr. Aparna Sethi
Founder Protouch



Rahul Sethi is a corporate professional with over 25 years of experience. He is a globally recognized thought leader and has been listed among the top 200 in his field.

He is an awardee for education excellence and has been trained by the International Association of Business Analytics.

His wealth of experience and expertise make him a valuable asset to any organization.

Rahul Sethi

**Corporate Trainer |
Leadership Coach**



CERTIFICATION PROGRAMMES



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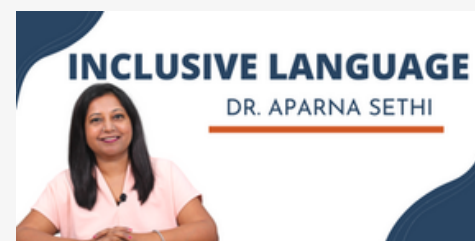
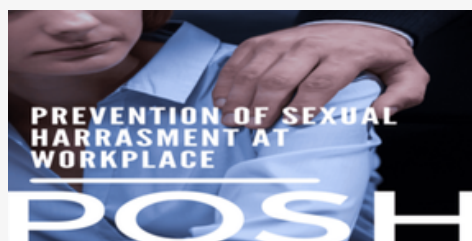
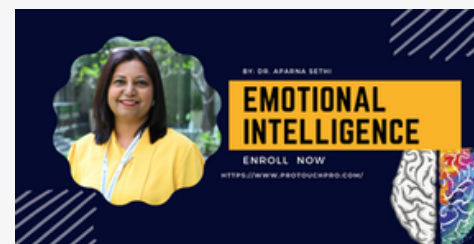
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