



What would your business and life be like if you had a trusted “Virtual V.P.” who could:

- Give your employees the Confidence and Clarity to take bold action, keep the main thing the main thing, and achieve even greater results?
- Be a trusted strategic advisor and sounding board on important issues?
- Develop or tweak marketing plans?
- Improve communication at all levels – internal and external?
- Conduct training programs as needed
- Speak at your company meetings
- Sit in on board or committee meetings to offer ideas

All of the above, and more, plus no training needed to bring him up to speed; no close supervision required nor legal risks; no equipment nor office space required. Jim is already motivated and will in fact motivate you and others. No benefits package needed, no parking space, no special phone extension, no computer, and you start benefitting from Jim’s involvement on the first day.

Trust is not an issue because your relationship is like “attorney-client privilege”, private discussions remain private. Jim does his homework on his own, so he won’t have to be reminded or encouraged to do the learning. And Jim’s contract expires unless renewed. So, you have no difficulty ending your agreement after its initial term.

With Jim Cathcart as your Virtual VP, you get an executive level expert who you can call on anytime for a quick idea, to double check your point of view, to get some clarity or encouragement, or just for feedback before taking an important step.

Each year Jim is able to take on just a few Primary Clients for a 12-month assignment. This is typically much more affordable than bringing him in for a series of speeches or seminars. He can help you design a signature program or be your personal Mentor.

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With over 40 years of advising and training 3,300 audiences worldwide, Jim Cathcart has worked in almost every major industry and profession, and virtually every known market condition, boom or bust.

His specialty is giving people the Confidence and Clarity to take bold action toward their goals and to avoid efforts that only produce limited results.

Jim is the original champion of “Relationship Selling™” and the author of 20 books about how to succeed despite a lack of advantages or having special connections.

Jim’s main role is what one might call a “Virtual VP.” For many clients he has done all or a mix of the following:

- Attend board and committee meetings to offer a different perspective
- Advise and Coach Executives and Top Performers about communication strategies or presentations
- Provide Strategic Advice on Key Decision Making
- Conduct Training on Sales, Communication or Executive Development
- Help develop Marketing Plans
- Write articles or columns for company publications
- Do guest interviews and lessons on podcasts or webinars
- Edit important communications: speeches, notifications, press releases
- Motivate people to grow their Confidence and Clarity to take bold action
- Serve as a Trusted Confidant or Sounding Board for important issues

You can also invite him to sit in on an upcoming meeting or ask him to explain an idea or teach a skill to others.

When you consider the costs and benefits of bringing a new employee or executive on board, the *unseen* costs are often the greatest. Salary is obvious, but the Benefits package is often an additional 30%. Then there is the office space, equipment, furniture, tools, training time, down time while another productive employee guides the new person up-to-speed. On top of this you have the typical mistakes and re-dos required when a new person is on board. Average new hires take about 3 months to start being a source of profit instead of expense. Additionally, it is often very hard to terminate a new hire.

Plus, there is the Trust Factor.

With a new person you don’t know yet what level of trust is safest. Therefore, much supervision is required at first. Then there are legal vulnerabilities, time for the new person to get to know the team and to fit in, and you have to motivate, counsel and guide them.

With Jim Cathcart you get a seasoned executive who is ready on day one!

It often costs more to hire a new mid-level manager for six months than it does to have Jim Cathcart at your elbow for the entire year!

How much longer can you afford to follow your current path? Isn't now a good time to Up Your Game and bring on a Strategic Advisor and In-House Sales & Marketing Expert? Let's talk!

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If you like the way Jim thinks and you'd like to explore this idea then, let's schedule a conversation. Please answer the follow questions in advance of this call and feel free to attach any documents or links that would help Jim better understand what you are hoping to achieve.

1. What is your organization and your role within it? Provide a link to your website please.
2. What is the main reason you are considering bringing in Jim as a resource? "I need..."
3. How much better do you suspect you'd do with Jim's assistance versus without it?
4. What will you consider to be the main value and proof of that value that you have done well to connect with Jim in this way? How will you know this was a good decision for you?

Jim Cathcart, CSP, CPAE  
"Your Virtual Vice President"



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