

ZIGLAR LEGACY



CERTIFICATION PROGRAM

Become Certified and Authorized to Train and Present
Zig Ziglar's Most Powerful Presentations and Methodologies

Ziglar



THESE INCLUDE:



PERSONAL DEVELOPMENT

Becoming the Winner You Were Born to Be



BUILDING WINNING RELATIONSHIPS

with your Family, your Friends, and your Professional Relationships



GOAL SETTING AND ACHIEVEMENT

in your Personal, Family, Professional and Spiritual Life

This four-and-a-half day program is **specifically designed** for speakers, trainers, consultants, and business leaders who are presently training their current customers and team members to Be, Do, and Have more of everything that life has to offer.



UPON SUCCESSFUL COMPLETION OF THE PROGRAM YOU WILL BE AUTHORIZED, CERTIFIED, AND EQUIPPED TO DELIVER THE FOLLOWING PRESENTATIONS:

ON BECOMING THE WINNER YOU WERE BORN TO BE



30 MINUTE



60 MINUTE



90 MINUTE

ON BUILDING WINNING RELATIONSHIPS



30 MINUTE



60 MINUTE



90 MINUTE

ON GOAL SETTING AND ACHIEVING



30 MINUTE



60 MINUTE



90 MINUTE

You will also be equipped to make each of these subjects a half-day training program with group activities and ready-to-use workbook. Ziglar branded Legacy PowerPoints, workbooks, and support materials will be provided to you through a print on demand service to help you develop your customers and team members.

You will be given authorization and a marketing kit that will allow you to use selected Ziglar logos and verbiage to help you promote these programs* to your internal and external customers.

*Programs – When you offer these programs you may not change any of the PowerPoint slides or workbook pages, but you may incorporate them into your own programs as you choose. Whatever you charge for the program is yours to keep. All costs associated with the delivery of the program are your responsibility.



IN ADDITION, YOU WILL BECOME AN AUTHORIZED RESELLER OF ZIGLAR, INC., MATERIALS AND WILL BE ABLE TO PURCHASE MATERIALS AT WHOLESALE PRICES.

The four-and-a-half day program is highly interactive with less than 40% of the time spent on lecture. The reason for this is that only those demonstrating good presentation skills and understanding of the materials will be certified. Those not given certification will either be given a full refund or offered an alternative solution. Key components of the class include:

A. Working through and answering the following four critical questions:

1. Who do I want to Become?
2. How do I Become this person?
3. Who does my customer want to Become?
4. How do I help my customer Become this person?

B. Demonstrating effective presentation skills:

1. Two to three times each day each participant will give a short presentation in front of the group
2. Non-verbal presentation skills will be taught in class and then demonstrated by each participant

C. Learning the core methodologies and content for each of the following presentations:

1. Becoming the Winner You Were Born To Be
2. Building Winning Relationships
3. Goal Setting and Achieving

D. Marketing and sales system overview for your speaking, training, and consulting business:

1. The ten components of a great marketing system
2. The ten components of a great sales system

E. Your Success Kit:

1. Review of each of your Ziglar Legacy PowerPoint presentations
2. Review of each of your Ziglar Legacy workbooks and training guides
3. Review of your Authorized and Certified Marketing Kits

F. Completion of your Dream Planner:

1. Over 50 in-depth questions that help you achieve everything you want to Be, Do, and Have
2. A one-on-one coaching session with a Ziglar coach after the event to go over your Dream Planner



KEY FEATURES OF THE ZIGLAR LEGACY CERTIFICATION PROGRAM



5-day certification class at Ziglar HQ



Endorsement video with Tom Ziglar and Julie Ziglar Norman



Marketing materials and branding – ZLC title and logo



The Leaders guides and PowerPoint presentations needed to teach all three courses



Ziglar Certified website (set-up and first year - \$150 a year after first year)



One-on-one coaching session after the class



Monthly training call



Unlimited email support and exclusive access to the ZLC alumni Facebook community



PLUS!
The ZLC Fast Start Kit



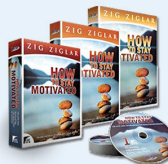
25 student manuals for Building Your Best You



25 student manuals for Goal Setting and Achievement



25 student manuals for Building Winning Relationships



How To Stay Motivated CD series



Born To Win book



Performance Planner



KEY BENEFITS OF THE ZIGLAR LEGACY PROGRAM



To participate in the Ziglar Legacy Program you must submit a completed application along with a signed morality and ethics document, a resume, and a \$100 non-refundable application fee. A Ziglar team member will review your information, schedule and conduct an interview with you by phone, and do a background check on you. The number one asset of Ziglar is our reputation, and we must take every measure to protect this and to protect the reputations of others who are Authorized and Certified in the Ziglar Legacy Program.



By becoming an Authorized and Certified Ziglar Legacy Program member you are agreeing to live up to the Ziglar standards in your personal and business life. If, for some reason, you knowingly or unknowingly violate these standards, your Authorized and Certified standing may be rescinded. We will still love you and we will still encourage you, but you will not be able to carry this title. In addition, some may be accepted into the class but as the class progresses the Ziglar team may determine that you do not have the presentation skills necessary to become certified. If this occurs, we will let you know immediately in private that we will not be able to certify you until your presentation skills improve. You will have the option of receiving a full refund and leaving the class, or paying a reduced fee and continuing on with the class, and then scheduling a presentations skills course at a later date where we can coach you to become competent at presenting. Once again, while we would love to allow everyone to participate in this program, our standards are equally high on both the ethics side and the skills side.

GETTING STARTED

The investment in the Authorized and Certified Ziglar Legacy Program is \$7,500*.

In order to maintain your authorized and certified status attendance of a refresher program is required each year. The cost for this is \$500*.

Step 1: Submit application and resume along with \$100 nonrefundable application fee

Step 2: Review of information by Ziglar and phone interview with Ziglar

Step 3: If accepted, pay a \$3,750 deposit towards certification class

Step 4: Final payment of \$3,750 due 30 days prior to class

Step 5: Authorized and Certified certificate presented at graduation last day of class

Refunds – a full refund (excluding \$100 nonrefundable application fee) will be given if refund is requested 30 days before class. Within 30 days of the class a 90% refund will be given.

*Prices subject to change

Ziglar

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