

FOR IMMEDIATE RELEASE**Top Business Coaching Leader Turns Coaching Industry Upside Down With New Business Coaching Training**

Sarnia, ON - April 18, 2012. - Today business coach Glenn Dietzel, founder and CEO of Awakened LLC, one of the leading business coaching company in North America, released a free 7 step formula called the “New Stealth Guru System™” that includes exclusive free training for small business owners that inverts the traditional sale funnel to build huge backend profits quickly and with extremely low attrition rates. The training outlines the exact process that ordinary people use today to strategically position themselves as the #1 expert in their marketplace quickly and easily.

One of the core concepts allows small business owners to separate their information product creation and selling strategies from losing strategies that follow the typical guru model. This inverted sales funnel is why Awakened LLC is one of the fastest growing coaching business in the world today.

The New Guru Model™ coaching program also offers entrepreneurs keen insights into human buyer psychology providing a step by step roadmap of how to tap into buying instincts to eliminate overt salesmanship and subconsciously induce people to buy from them and only them forever.

“A strong background in buyer psychology and strategic positioning forms the foundation for success for any small business owner. Awakened LLC is proud to be on the forefront of the fundamental shift in buyer psychology today for making massive sales,” states owner Glenn Dietzel.

Critical to building a successful business today is understanding how technology and innovation drives today's marketplace and consumer buyer behavior patterns. It is essential that business owners know that the traditional sales funnel and approach only postures them from a position of weakness, thus undermining their credibility and sales effectiveness.

Dietzel's New Guru Model™ training shows business owners how to create their competitive advantage and expert positioning in the eyes of their target market with an inverted sales funnel which bucks conventional coaching wisdom. The training gives business owners the confidence they need to be the biggest and best in their field by using strategic information coding to create a unique competitive advantage.

“When you invert your business funnel and focus on understanding how to strategically educate your market place to only choose your premium priced programs, now entrepreneurs have a scalable model to grow their businesses at an accelerated rate,” states Dietzel.

Awakened LLC New Guru Model™ Free training outlines the most comprehensive small business coaching mentoring program to help small business owners avoid using an outdated business model which is too vague, too slow and too expensive for the new global economy.

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