

Introduction to Staffing Your Certification Business Unit

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Staffing Your Certification Business Unit

While it *is* possible to run a successful certification program as a solo entrepreneur, the reality is that growing bigger and earning more money ultimately requires some help.

If you have yet to add staff or have recently concluded that the employees and outsource vendors you have in place now aren't serving your goals for your certification program, it's time to step back and analyze who you need on your team—and it's time to determine what kind of work they should be doing for you.

Planning for Your Cash-Flow Generating Staff

Apart from your employees or contractors who actually deliver your program(s) and consulting services, your most important staff will be those people who work specifically on projects and tasks that bring in the cash.

While you may not employ a different person for all of these roles in your company (or have individual outsource vendors handling each unique task), be aware that the following tasks should *all* be accounted for in your planning. Together, these job duties make up the “staffing system” that will help you grow your certification business unit on a sustainable basis:

1. Inbound Telephone Staff
2. Commissioned Salespeople
3. Practitioner (Coach) Support Personnel
4. New Business Development Staff
5. Affiliate Manager
6. Offline Marketing Implementation Manager(s)
7. Online Marketing Manager & Webmaster
8. Outsource Vendors for Specific Tasks

To reiterate, the above tasks and job duties can be combined into just a handful of people—with one person responsible for two or three job areas, particularly if your certification business is new or just beginning to expand.

But as you grow, you'll find (in *Module 15* of the *Replicate Resource Portal*) detailed information for recruiting, interviewing, hiring, negotiating compensation, and assigning job duties to all eight job categories above.

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Founded by industry veterans Paul Martinelli and Janet Switzer, the *Replicate Peer-Certification Program* helps business owners, professional practitioners, and subject-matter experts create a network of their own consultants, peers, coaches, trainers, or fellow entrepreneurs who are proficient in the experts’ proprietary methods and who can bring this important knowledge to millions of consumers and entrepreneurs worldwide.

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