

ActionCOACH™

business coaching



The 18 Most Frequently Asked Questions ...



Here's how your business can score big by
working with **ActionCOACH** ...



1. Who is ActionCOACH?

ActionCOACH is the world's number one business coaching firm. Started in 1993 by Brad Sugars, **ActionCOACH** is the largest Business Coaching Company in the world, with offices and Business Coaches from Singapore to Sydney to San Francisco. From the start, **ActionCOACH** has been set up with you, the business owner, in mind ...

As the alternative to conventional and costly consulting firms, **ActionCOACH** is designed to give you both short-term assistance and long-term training through its affordable and effective mentoring approach.

Few companies have the experience in their field that **ActionCOACH** does, having worked with business owners both in group coaching sessions and one-on-one coaching programs for more than 20 years.

In all of our coaching programs, we are focused on our exclusive business building strategies that will help you achieve the **ActionCOACH** definition of a business, A Commercial, Profitable Enterprise That Works ... Without You.

ActionCOACH works with more than 15,000 clients every week in over 50 countries ... The business owners, totaling in the hundreds of thousands, who **ActionCOACH** has helped over the years, can attest to the power and strength of the **ActionCOACH** system.

Based on sales, marketing, financial and business management systems, **ActionCOACH** not only shows you how to increase your business revenues and profits, often quite dramatically, but also how to develop your business so that you, as the owner, can work less, relax more and enjoy business ownership.

And it all starts with our coaches.

Our Business Coaches have broad and deep business experience, and are fellow business owners who have invested their time, money and energy to make their own various business ventures successful. They are truly every business owner's unreasonable friend and because of that, your success truly does determine our success ...

2. Why do I need a Business Coach?

Every great performer, whether it is an elite athlete, business legend or performing superstar, is surrounded by coaches and advisors.

As the world of business moves faster and gets more competitive, it's difficult to keep up with all the changes in your industry – in addition to running your business every day.

Just like great athletes who find success by following the lead of a coach with a winning game plan, more business owners than ever before are turning to Business Coaches to help develop a winning game plan for their businesses.

Why?

First of all, it's very difficult to be truly objective about yourself. A Business Coach can be objective for you, and can see the "forest for the trees."

A sports coach will make you focus on the game and will make you run more laps than you feel like. A good coach will also tell it like it is and will give you small pointers about the game and your competition. A great coach will listen and guide you to success.

Likewise, a Business Coach will make you focus on your business and hold you accountable to the things you should do and to where you want your business to be. Your **ActionCOACH** will also be like your one person Board of Directors. They will help you when it comes to your marketing, your sales, your training and every other area of your business. Simply put, when you work with an **ActionCOACH**, they become your partner, your confidant, your mentor and most unreasonable and best friend.

This is how your **ActionCOACH** helps you make your dreams come true ...

3. What's an Alignment Consultation?

The Alignment Consultation is where an **ActionCOACH** starts with every business owner. Your investment includes a meeting with your **ActionCOACH**. During this meeting your **ActionCOACH** will learn as much as possible about your business, your goals, your challenges, your sales, your marketing, your finances and so much more ...

An Alignment Consultation is done with three goals in mind:

First, to know exactly where your business is now.

Second, to clarify your business and personal goals.

And third, to get the crucial pieces of information needed to create an ActionPLAN for your business that will cover the next 12 months.

The plan isn't a traditional business or marketing plan, but rather a step-by-step plan of action you'll work through as you continue through the duration of our one-on-one coaching program ... The plan is also what makes the Alignment Consultation so profitable for our clients.

4. What is one-on-one coaching?

We offer many different coaching programs, all designed to help your business grow revenue and profits and while you can always start with a group coaching program, nothing gives you the results that one-on-one coaching does.

One-on-one coaching is the only program in which your **ActionCOACH** will work with you one-on-one for at least 12-months to make all of your goals a reality.

There isn't an area of your business that one-on-one coaching doesn't touch. From weekly coaching calls and goal setting sessions to working with you on your new marketing pieces, you will develop new sales strategies and business systems so you can work less and learn all you need to know to make your dreams come true ...

Your monthly investment in one-on-one coaching ensures your **ActionCOACH** will dedicate a minimum of 5 hours a month to work with you on your sales, marketing, team building, business development and every element of the Action Plan you created during your Alignment Consultation.

We understand that every business is at different levels in their business and that's why we've also developed multiple Group Coaching programs to fit the needs of every level.

Unlike a consultant, your personal **ActionCOACH** will do more than just show you what to do; he or she will be with you when you need them most as each idea takes shape, as each campaign is put into place, as you need the little pointers to make things happen. Your **ActionCOACH** will also be there when you need someone to talk to, when you're faced with challenges or, most importantly, when you're just not sure what to do next.

Your **ActionCOACH** will be there every step of the way.

“Sales have increased by 56% and profits have boomed with an increase of 550% over the last two years!”

— **Duncan McKechnie**
Limac Services

5. Why at least 12-months?

If you've been in business for more than a few weeks, you've seen at least one or two so-called “quick fixes ...

Most consultants seem to think they can solve all your problems in a few hours or a few days. At **ActionCOACH**, we believe long-term success means we aren't just offering suggestions or doing the work for you; it means doing the work with you, showing you how to do it, working alongside you and creating success together.

Over the course of 12 months, you'll work on different areas of your business. Each month, you'll see your goals become a reality, you'll gain both the confidence and the knowledge to make it happen again and again—even when the first 12 months of coaching is over ...

6. How can you be sure this will work in my industry and in my business?

ActionCOACH is expert in the areas of sales, marketing, business development, business management, and team building and, with literally hundreds of different profit-building strategies, you'll soon see how truly powerful our systemized approaches are.

Because you are the expert in your business and industry, together we can apply our systems to make your business more effective.

Because of our network of coaches all over the world, there is not a type of business, industry or category that **ActionCOACH** hasn't either worked with, managed, worked in or even owned that is the same or very similar to yours.

Our extensive network means when you hire an **ActionCOACH**, you hire the full resources of the entire **ActionCOACH** team to find a solution for any and every challenge you may have. Imagine hiring a company with the collective knowledge of thousands of experts, in virtually every industry, in every corner of the world, ready to help you ...



7. Won't this just mean more work?

Once you know the **ActionCOACH** definition of a business, you will never ask this question again. Our goal is to help you build a Profitable, Commercial Enterprise That Works ... Without You.

The last two words are the most important because, in the end, our goal is to have you no longer working **IN** the business, but, instead, working **ON** it. That means more time to spend doing what you want to do while the business serves you, instead of the other way around.

Of course, when you set the plan with your **ActionCOACH**, it may seem a bit overwhelming, but no one ever said attaining your goals would be easy ...

And, yes, in the first few months, it will take some work to adjust to your new plans ... but the further you work into the program, the less work you'll actually have to do. And at the same time, your company will be more productive.

Simply put, you'll be working much smarter. You will be amazed at how focused you'll be and how much you'll get done.

With focus, an **ActionCOACH**, and most importantly the **ActionCOACH** systems, you'll be achieving a whole lot more with the same or even less work and effort ...

8. How will I find the time?

Again, the first few months will be the toughest, not because of an extra amount of work, but because of how differently you'll work. In fact, your **ActionCOACH** will show you how, on a day-to-day basis, to get more work done with much less effort.

After the first few months you'll find that you're not working more, just working differently.

Then, depending on your goals, from about month six onwards, you'll start to see the results of all your work; and if you choose, you can start working less than ever before. Just remember, it's about changing what you do with your time... NOT putting in more time ...



9. How much will this cost?

Your investment will depend on the size of your business and the scope of our undertaking together. Your **ActionCOACH** will work this out with you so it will be appropriate for your business and the goals you want to achieve. But no matter what your investment is, rest assured that it is guaranteed. Yes, **ActionCOACH** was the first business coaching company to guarantee that you will find your fee within the first 17 weeks of coaching, or you don't pay a cent. That's right, we know our coaching system is so powerful it will improve your business, or you don't pay. It doesn't get any simpler than that.

Because of our guarantee, you won't have to break the bank to work with an **ActionCOACH**. In fact, working with an **ActionCOACH** will bring you increased profit and revenues.

You'll find having an **ActionCOACH** is just like having a marketing manager, sales team leader, trainer, recruitment specialist and consultant – all for one nominal investment, an investment that is guaranteed to work.

Everything you do with your personal **ActionCOACH** is a true investment in your future. Not only will you begin to create great results in your business, but you'll end up with an entrepreneurial education that is second-to-none. With that knowledge, you'll be able to repeat your business success over and over again in other ventures.

10. Will it cost me extra to implement the strategies?

No, implementing the strategies is part of the **ActionCOACH** experience. Give your **ActionCOACH** just a half-hour and you'll be shown how to turn your marketing into an investment that yields sales and profits rather than just running up your expenses ...

In most cases, an **ActionCOACH** will actually save you money when that coach discovers areas that aren't working for you or your business. For some marketing programs, you will need to spend some money to make some money.

Yet, when you follow our easy-to-use testing and measuring

systems, you won't be risking your money on each campaign.

And when we find the campaigns that work, we make sure you keep profiting from them time and again ...

Remember, when you default to the accounting way of saving costs, you can only add a few percentage points to your bottom line ...

Following the **ActionCOACH** formulas, the returns from your sales and marketing can be exponential ...

11. What is your guarantee?

We are the leading coaching company in the world and we are also the only coaching company of any kind to guarantee our work ... because we know you will get results!

We guarantee to get results, and that you'll be able to "Find our Fee" in your business within 17-weeks of **ActionCOACH** coaching your company ... or your coaching is FREE.

Remember we are still your Business Coach ... and we can't do your work for you. You're still the player, and it will always be up to you to take the field.

We will push you, cajole you, help you, be there for you, and even do some things with you ... but in the end you've still got to DO the work.

Ultimately, only YOU can ever be truly accountable and responsible for your own success, but we will guarantee to provide the best service and support available, to answer your questions and challenges promptly, and offer you the most current and appropriate processes and approaches.

We are fully committed to helping you become successful (whether you like it at the time) or not.

Once we've helped you set your goals and create your plan, we'll do whatever it takes to make sure that you achieve your goals ... at the same time promoting a balanced lifestyle as an overriding theme in all we do.

This is to ensure you never compromise either the long-term health and success of you or your company, or your personal values and what's most important to you.

12. What results have other business owners seen?

Everything from owners previously working 60 hours a week down to working just 10 ... right through to revenue increases 100's and even 1,000's of percent. Our results speak for themselves, and are highlighted by specific examples featuring real people with real businesses ... getting really great results.

There are three main reasons why this will work for you and your business.

First, your **ActionCOACH** will help you get 100% focused on your goals and the step-by-step processes to get you there. This focus alone is amazing in its effect on you and your business results.

Second, your **ActionCOACH** will hold you accountable to get things done, not just the day-to-day running of the business, but for the dynamic growth of the business. You're making an investment in your success – and we're going to get you there ...

Third, your **ActionCOACH** is going to teach you as many of our 328 profit building strategies as you may need.

So, whether your goal is to make more money, or work fewer hours ... or, both ... within a period of the next 12-months your goals can become a reality.

But don't take our word for it. Just ask any of the thousands of existing **ActionCOACH** clients or the hundreds of thousands who have worked with **ActionCOACH** to achieve their dreams.

“We have a system that works. We know how to achieve our goals and can now leave our business and go on lengthy holidays.”

— Craig Turnbull & Michelled Carden
Aspire

13. What areas will you coach me in?

Our “5 Ways” and “6 Steps” are two of the most powerful formulas in the world of business and we put it to use to work with you in all areas to help you multiply your revenues and profit ... but that is just one area of our focus. When you work with an **ActionCOACH**, the emphasis taken will depend on you, your business, and of course, your goals. These key areas are:

- **Sales and Finance** – You can’t know if you’re winning if you don’t have a full understanding of the scoreboard. This is the backbone for creating a profitable business, and one of the areas we’ll help you get spectacular results in.
- **Marketing & Advertising** – If you want to make a sale, you’ve got to find a prospect first. Over the next 12 months your **ActionCOACH** will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches that will drive profits.
- **Team Building & Recruitment** – You’ll never wish to find the right people again. You’ll have motivated, passionate, enthusiastic, and loyal team members for your business when your **ActionCOACH** shows you how to put our de-selection process to use.
- **Systems & Business Development** – End the hopeless cycle of “the business running you” and begin running your business. We will show you the secrets of having your business “work” ... even when you’re not there.
- **Mastery and Customer Service** – Discover how to deliver your product or service consistently, making it easy for your customers to buy and leaving them feeling delighted with your service. Learn new ways to motivate your current customers to give you referrals and to ensure their repeat business. These are just two of the many strategies we will teach you.

“After just six months with an **ActionCOACH**, our sales revenue has increased by 20%. It continues to increase on average 20% per year.

— **Steve Ayles & George Davis**
Calidad Industries

14. Can you also train my people?

Yes ... in fact, we believe that training your people is almost as important as coaching you. Your **ActionCOACH** can provide you and your business with many different training modules, including TeamRICH, SalesRICH, PhoneRICH and ServiceRICH. You’ll be amazed at how much enthusiasm and commitment comes from your team as they experience each of our training programs.

15. Can you write ads, letters and marketing pieces for me?

Yes ... your **ActionCOACH** can do it for you. Your **ActionCOACH** can also train you to do it yourself, or simply critique the marketing pieces you’re using right now ...

Should you want us to do it for you, you won’t get just one piece. We’ll design several for you to take to the market to test which one is the best performer. If it’s just a critique you’re after, we’ll work through your piece and offer feedback in terms of what to change, how to change it and what else you should do to make it effective. Finally, we can recommend a variety of books or resource materials which provide a “home study” opportunity for you so you’ll know how to do it yourself next time.

16. Why do you also recommend books and DVDs?

We do this to save you both time and money. You can learn the basics in your own time so when you get together with your **ActionCOACH**, you’ll be working on higher level implementations rather than the basics ...

It’s also a very powerful way for you to speed up the coaching process and get phenomenal—rather than just great—results ...

17. When is the best time to get started?

Right now! Before you take another step, waste any more money, lose another sale, work too many more hours, miss another family event, or forget another special occasion, you need to call **ActionCOACH** today.

Far too many business people wait and see ... mistaken in thinking that working harder will make everything better. Remember, what you know got you where you are today. To get where you want to go, you’ve got to make some changes and most likely, you’ll have to learn something new ...

There’s no time like the present to get started on your dreams and goals ...

18. So, how do we get started?

First ... you need to get in touch with your local **ActionCOACH** ... there's some very simple paperwork to sign and you're on your way...

Next, you'll need to invest a few hours showing your coach everything about your business.

Together you'll get a plan created – and then the work really starts! Remember, it may seem like a big job at the start, but with an **ActionCOACH**, you're sharing the load. Together, we'll achieve great things.

Contact:

Name:

Address:

Phone:

Email:

Website:



facebook.com/ActionCOACHBusinessCoaching



@actioncoach



1. **We Guarantee** to get results, and that you'll be able to "Find our Fee" in your business within 17-weeks of **ActionCOACH** coaching your company ... or your coaching is **FREE!**
2. **We Guarantee** to tell the truth about you and your business... no matter how uncomfortable it may be, or how hard it is to share with you the realities of your business and the changes you need to make ...
3. **We Guarantee** you a "business re-education" that shows how your business really works and how to successfully grow your company ... as well as how to apply your new knowledge to any business situation.
4. **We Guarantee** complete confidentiality ...
5. **We Guarantee** a personalised approach to your business ...
6. **We Guarantee** a proven system and methodology that is designed to multiply profits in your business, with complete access to our proprietary system of coaching strategies, systems, programs and services ...
7. **We Guarantee** to show you how **ActionCOACH** defines business success, and how to build a commercial, profitable enterprise that works without you.



GLOBAL HEADQUARTERS

5781 S. Fort Apache Rd
Las Vegas, Nevada 89148, USA
Ph: +1 702 795 3188
info@actioncoach.com

LATIN AMERICA

Ricardo Margain 201-19
Plaza Santa Engracia
Colonia Santa Engracia Garza Garcia
Nuevo Leon 66267 Mexico
Ph: +52 818 335 8194
mex@actioncoach.com

Aruba • Australia • Bahrain • Barbados • Belgium • Bolivia • Brazil • Canada • Chile • China • Colombia • Costa Rica • Curacao
• Dominica • Dominican Republic • Ecuador • Egypt • England • France • Germany • Hungary • India • Indonesia • Iraq • Ireland •
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