

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.

Our coaching programs have been tested and proven all over the world, so when you hire an ActionCOACH, you WILL get results. Whether it is in terms of more time, a better team or more money ... if you are making a good-faith effort and doing the required work assigned to you; you attend all coaching sessions and agreed-upon events and workshops and you complete all of your committed decisions and homework assignments on agreed-upon dates ... and you are STILL not satisfied or seeing results by the 17th week, we will coach you FREE until you do ... no questions asked!



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.

When you hire an ActionCOACH, you will have the "unreasonable friend" and personal business mentor you and your business need to succeed. You will be held accountable for everything you say you will do, and your business will get the push it needs so you can get the results you really want in your business.

3. We Guarantee you a "business re-education" about how your business really works and how to successfully grow your company ... as well as how to apply your new education and knowledge to any business situation.

Your ActionCOACH will guide you with proven systems and strategies designed to give you a "business re-education" that will allow you to profit in terms of more time, better team and more money. Not only will you be able to unlock the true growth potential of your company, you'll be in the "driver's seat" of your own business, equipped with a "map" and a "license" to take it and drive it wherever you want to go, with ActionCOACH by your side.

4. We Guarantee complete confidentiality ...

Our working relationship will involve a level of trust and understanding about the proprietary nature of our coaching strategies and the proprietary aspects of the numbers and nature of your business. Because of this, we guarantee a confidential business relationship with you during the course of our work together.

5. We Guarantee a personalised approach to your business ...

You and your business are unique. Because you are relying on our experience in working with businesses of all kinds, you can be assured you will have a clear understanding of the nature of any program we recommend, and that your expectations will be properly managed as to anticipated outcomes and results.

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 ...

Not only will you be shown a number of systemised ways to successfully build your business, you will also have complete and exclusive access to more than 3,500 strategies and tactics that make up our entire proprietary business coaching system.

7. We Guarantee to show you how ActionCOACH defines business success, and how to build a commercial, profitable enterprise that works without you.

Even if you are an owner who loves business and who loves working "in" your business every day, ActionCOACH will show you how to build a company you can work "on" whether you show up every day or not. Regardless of your ultimate goals, you will learn the strategies, systems and advantages of the ActionCOACH definition of a successful business.



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

ASIA PACIFIC
1/44 Borthwick Avenue
Murrarie QLD 4172
Ph: +61 7 3900 5500
australia@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

actioncoach.com

Australia · Brazil · Canada · Chile · China · Columbia · Dominican Republic · England · France · Hungary · Indonesia · Ireland · Jamaica · Kenya · Malaysia
Mexico · Netherlands Antilles · Nicaragua · Nigeria · New Zealand · Northern Ireland · Puerto Rico · Philippines · Portugal · Scotland · Singapore · South Africa
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How to go above and beyond ...

service RICH
COACHING. NOT JUST FOR SPORTS.

Turn your customers into a force of motivated, passionate sales people ...

Imagine having your very best customers constantly doing your selling for you. What would your bottom line look like if you had new customers flooding through your doors without having to spend anything on advertising? It may seem impossible ... but the truth is, it is surprisingly simple to implement into your business.

Your best customers bringing business to you ...

Let's start by considering the sales process. Before you can grow your bottom line, you need to make sales. Yet sales don't usually just happen. Your sales team, good as they may be when it comes to selling, still need people to sell to, to get the sale.

Lead generation happens to be a very expensive exercise; it typically costs six times more to find a new lead than it does to sell again to an existing customer. So just imagine how profitable your business could be if all your sales team had to do was to service your existing customer base, while they – your customers – took care of generating new leads.

Our powerful 1-day **ServiceRICH** workshop will show you how you and your team can make top class customer service a way of life in your business.

Get your customers to buy again and again and again ...

Did you know that, on average, your customers only become profitable to you once they have bought from you, not once, but 2½ times. This is because during the first few transactions you are still paying off their acquisition cost.

That's right; every customer has an acquisition cost.

That means you have to in effect "buy" each customer.

There is an actual cost associated with each one; costs like advertising and other lead generation costs, team costs and general overheads.

It's only after roughly 2½ transactions that you begin to make money from each customer. So, what are you doing to ensure your customers actually come back at least 2½ times? Or are you content never to have profitable customers? How can you make sure yours become profitable? You need to turn them into "Raving Fans."

Generate new business with the power of word of mouth ...

What exactly is a Raving Fan? Picture someone who can't stop

spreading the word about you and your business. Picture someone who is so impressed they simply can't help talking about you wherever they go. They love what you do so much that they talk about you to people they work with, to strangers they meet, and to their friends and family. In fact, people often ask them if they have shares in your company because they are always talking so highly about it. It's almost as if they have a vested interest in your business.

Imagine if all your customers behaved this way.

Once you and your team have attended our next **ServiceRICH** workshop, they will.



With **ActionCOACH** we went to over 1.1 million in just 12 months.

Ed and Charlotte Kocher – Advanced Tech Hearing

The case for exceptional customer service

At **ActionCOACH** we've seen business after business transformed after putting their team through our highly-effective **ServiceRICH** workshop. You see, true business growth needs to come from a stable customer base. So what are you currently doing to ensure your customers come back, time after time?

What are your team doing to ensure each time they buy, they don't just leave satisfied; they leave delighted. After all, every customer expects satisfaction when interacting with your business.

Satisfactory service is no longer enough to ensure your business prospers.

You need to be aiming at keeping your customers for life. This often overlooked or misunderstood aspect of customer service delivery is simply and effectively covered in our exciting and interactive full day **ServiceRICH** workshop.

Here's just a few of the priceless techniques you'll learn:

- How to identify your very best customers and those who are more trouble than they are worth

- Why customer satisfaction is not enough
- Simple yet effective techniques to get customers raving about your business to everyone they meet
- The **ActionCOACH** Ladder of Loyalty
- How to keep your customers returning with more and more money each time
- The most effective way to generate referrals
- How to delight your customers
- And most importantly, how your team will make this happen

Who should attend our ServiceRICH Workshop?

- Business Owners
- Sales Managers
- Salespeople
- Customer Service Representatives
- Marketing Personnel



- Reception and other frontline team

If you're in business to make money, you need to put your team through our **ServiceRICH** workshop right now.

So pick up the phone and call your local **ActionCOACH** office now.



Since **ActionCOACH** came on board, average monthly sales revenue has increased by 265% and nett profits have increased by 192%.

Steve Brennan – Auto Edge