

Unlock Your Potential
with the

6 Steps to Building a WINNING Business Business Accelerator Boot Camp



Learn How to Dramatically
Increase Profits & Free Up Your Time!

Thousands of business owners and their families now have healthier relationships and more efficient businesses, thanks to the proven profit-building methods and educational workshops by **Action** Business Coaches.

This amazingly effective **6 Step Coaching Program** will earn you more freedom, personal satisfaction and profit from your existing business. ***This system works for any business in any economy!*** Invest two full days (20 hours followed by two individual coaching sessions) with the **World's #1 Business Coaching Team** and transform your business into the business you've always dreamed you would own!





Business Building Boot Camp

CURRICULUM

DAY 1

Continental Breakfast

7:00 am

Step 1 Setting the Compass on Your Future

7:30 am

If you don't know where you're going, how are you going to get there? You'll learn how to build a great business from the foundation up.

- Set your goals, your Company's Vision, Mission Statement and Culture
- Fundamentals of Finance

Classroom Activity 100 Questions Business Needs questionnaire.

Step 2 Marketing & Sales

10:00 am

Generate cash flow through sales & marketing strategies to achieve your business goals.

Part I Marketing

- What is a USP?
- Create a powerful USP for your company
- 400 strategies of marketing

Classroom Activity Create a powerful USP for your company, define your ideal customer, consider ways to create the WOW factor and test and measure your results.

Part II Sales

- Identify performance standards
- Question Funnel performance standards
- Customer communication and buying styles
- Phone power

Classroom Activity Question Funnel, develop mission statement and scripting for your sales team and review DISC and VAK sales workbooks.

Lunch

12:30 pm

Step 3 Leveraging Your Business

1:00 pm

How to use systems in your business to produce enormously successful results.

- Leverage through people, systems, marketing & finance
- Key Productivity Indicators (KPIs)
- 'How To' manuals

Classroom Activity Play the Leverage Game to put into practice what you have learned so far. ends 5:00 pm

DAY 2

Continental Breakfast

7:00 am

Step 4 Team Building

7:30 am

*Build the dream team you have always wanted, become a great leader and learn how to work **ON** your business rather than **IN** it*

- How to delegate
- How to reward and employ strategies and tactics
- Hiring techniques & Assessment tools

Classroom Activity Do a *WIFLE* and go through several assessment exercises. Complete organizational chart for your company and a model positional contract. List all routine tasks and keep a time log.

Step 5 Building Your 90 Day Plan

10:00 am

Begin to build your 90 Day Plan, pulling all the strategies and tactics together for practical use in your business.

- Practical classroom work to get the plan started
- Discuss the results you want to achieve
- Feedback and support from the coach and group

Classroom Activity This entire session will be hands-on plan building. Homework will be distributed prior to the session.

Buffet Lunch

12:30 pm

Step 6 Entrepreneurial Level

1:00 pm

Learn how to build your wealth and become a lifelong Entrepreneur.

- Four Keys to Acquiring Wealth
- Set your financial house in order
- Get on the road to financial freedom

Classroom Activity Take and score your *Financially Fit Check-up*. Finish your 90 Day Plan. ends 5:00 pm

Additional Two Private Coaching Sessions

Following the two-day boot camp, bring the skills and techniques you learned back to your business.

Schedule your two one-on-one sessions with your **Action** Coach to discuss your goals and set your objectives for the next three months.

▪ <u>Fee for two-day 20 Hour</u> ▪ <u>Program PLUS two</u> ▪ <u>Coaching Sessions:</u> ▪ \$1800 per person ▪ Discount available for ▪ additional staff members ▪ ▪ Credit cards accepted	▪ <u>When:</u> Fridays & Saturdays Scheduled Monthly ▪ <u>Time:</u> 7 am 5 pm ▪ <u>Location:</u> Action Offices 375 Route 10 East, Whippany, NJ 07981 ▪ <i>Light Breakfast and Lunch Served</i> ▪ <u>Very limited seating! Book your space TODAY!</u>
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Facilitator

Mike Menaker
Business Coach
Action International

Mike Menaker draws upon more than 40 years of business experience to help owners of small and medium-size companies become more successful. He has won Action's Coaches Choice and Top Growth Awards in the Action International network.

Mike's strong business background includes 25 years senior management expertise with Fortune 500 companies in such diverse areas as: Finance; Engineering; Manufacturing; Sales; Marketing; Customer Service. He has the unique ability to identify opportunities, manage and solve complex problems, oversee business development and integrate cross-functional teams.



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Entrepreneur Magazine
Ranks Action International
#1 in Business Consulting