

Unlock Your Potential  
with the

# 10 Weeks to Building a WINNING Business Group Coaching Program



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 **10 Week Group 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 30 hours over 10 consecutive weeks with the **World's #1 Business Coaching Team** and transform your business into the business you've always dreamed you would own!





## Business Building Group Coaching Program

### CURRICULUM

#### **Week 1 Setting the Compass on Your Future**

3 hours

*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.

#### **Week 2 Marketing**

3 hours

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

- 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.

#### **Week 3 Sales**

3 hours

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

- 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.

#### **Week 4 Systems to Leverage Your Business**

3 hours

*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

#### **Week 5 Leverage Game**

3 hours

*Play the Leverage Game to put into practice what you have learned so far. This is a three hour simulation game.*

- Brief Presentation to review fundamentals
- Win by achieving \$10K a month profit using all marketing strategies
- Review application to your business

## Week 6 Team Building

3 hours

*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.

## Week 7 Building Your 90 Day Plan

3 hours

*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.

## Week 8 Entrepreneurial Level

3 hours

*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.

## Weeks 9 & 10 Two Private Coaching Sessions

6 hours

*These sessions are dedicated to individual businesses ensuring the skills and techniques you learned can be applied.*

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

Fee for 10 Week - 30 Hour  
Program including  
Two Coaching Sessions:

\$1800 per person  
Discount available for  
additional staff members

Payments by check or credit card  
can be paid in full or in 3  
installments  
(prior to the 1st, 4th and 7th  
sessions).

**When:** Series begin monthly for 10 consecutive weeks. *Missed sessions will be made up individually with the Coach.*

**Time:** 9 am - Noon or 6 pm - 9pm

**Location:** **Action Offices** 375 Route 10 East,  
Whippany, NJ 07981

*Light refreshments served*

**Very limited seating! Book your space TODAY!**



### 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.*



12 Medford Road  
Morris Plains, NJ 07950



**Entrepreneur Magazine**  
**Ranks Action International**  
**#1 in Business Consulting**