



The 18 Most Asked Questions About Working With An Action International Business Coach ...

And, 18 great reasons why you'll jump at the chance to get your business flying and make your dreams come true ...

01 The Action International Business Coaching Program

Action International is a Business Coaching and Training company founded in 1993 by entrepreneur and author Brad Sugars.

Unlike most traditional consulting firms, the **Action** process is structured to provide you, the business owner, with both short-term assistance and long-term training through our affordable **Mentoring** approach. Our clients, and the hundreds of thousands of clients and seminar attendees worldwide, will attest to the power of our programs.

Based on proprietary sales, marketing, and business management systems, we not only show 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 finally enjoy business ownership.

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.

Our goal in business is quite simple ... to help you reach your goals.



02 Why would I need a Business Coach?

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

As the pace in the world of business increases and becomes more and more competitive, it is becoming increasingly difficult to keep up with changes in your industry, let alone the latest innovations in sales, marketing, and management strategies. Having a **Business Coach** is no longer a luxury ... it has become a necessity.

On top of all this, it's difficult to get a truly objective answer from **yourself**. Clearly **you** can survive in business without the help of a coach, but it's almost impossible to reach your maximum potential!

03 What is an Alignment Consultation?

This is where we focus with every business owner-client. You and possibly some of your team will invest anywhere from three hours to a full day, as your **Business Coach** learns as much as possible about your business and personal goals, your challenges, frustrations, sales, marketing, finances, and much, much more.

Your **Business Coach** will do this with three goals in mind: First to get a 'snapshot' of where your business 'is,' right now. Second, to clarify your goals, both personally and in your business. And third, to get the crucial pieces of information needed to create your individualized **Action Business Plan** or the next 12 months.

This is not a traditional business or marketing plan, but rather a step by step plan of **Action** that you'll work with as you proceed through the **Mentor Program** ...



04 What is a Mentor Program?

Simply put, it's where your **Action Business Coach** will work with you for a minimum 12 months to help you make your goals a reality. From weekly coaching calls and goal setting sessions, to creating marketing pieces together, you'll develop new sales strategies and business systems that allow you to work less. In a one-to-one environment, you'll learn all you need to know how to make your business dreams come true.

Your **Business Coach** will work with you on your sales, marketing, team-building, and business development initiatives, and all elements of the **Action Plan** developed from your Alignment Consultation. Unlike other consultants, your **Action Business Coach** will do more than just show you what to do ...

They'll be with you when you need them most ... as each idea takes shape, as each campaign is launched, when you need little pointers for making 'it' happen, when you need someone to talk to, when you're faced with daunting challenges, and most importantly, when you're just not sure what to do next. Your **Business Coach** will be there every step of the way.

05 Why 12 months?

If you've been in business for more than a few months, you've seen at least one or two '*quick fixes*' ...

Most consultants seem to act as if they can solve all your problems in a few hours or days. We believe long term success is not gained by just scratching the surface and then doing it for you ... rather it means doing it with you, showing you how to do it, working alongside you, and creating your success ... together.

Over the 12 months we'll work on different areas of your business. Month by-month you'll not only see your goals become reality, but you'll have the confidence, knowledge, and skills to make it happen, again and again, even after your initial program is completed.

06 How can I be sure this will work in my industry and in my business?

We're experts 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 systematized approaches are. On the other hand, **you** are the expert in your business. Together we can apply our systems to make your business more effective.

Add to this the fact that at least one **Action Business Coach** from our worldwide network will either have worked with, managed, worked in, or even owned a business that was the same or very similar to yours.



In addition, we have the full resources of the global **Action Team** to call on for any and every challenge you might have. That means hundreds of experts, ready to help you if needed. Your **Business Coach** acts as a conduit between all the resources of **Action's International** team, and your business needs.

07 Won't this just mean more work for me?

Clearly, when your initial plan is set up, it might seem like a great deal of work ... but then, no one ever said attaining your goals would be easy.

In the first few months, it'll take some work to adjust, some effort to get over the 'hump,' so to speak ... but the further you get into the program, the less effort you'll have to make.

You will, however, be literally amazed at how focused you'll become and how much you'll accomplish. With your focus, our coaching, and most importantly, our **Action Systems**, you'll be achieving a great deal more with the same, or even less work than before.

08 But, how will I find the time?

Again, the first few months will be the toughest ... not because of extra work, but because of new tasks. Your **Action Business Coach** will show you how, on a day-to-day basis, to get more done with less effort.

After those first few months you'll find you're not working more, just differently. Then, depending of course on your goals, from about month 6 onward, you'll begin to see the results of all your efforts ... and, if you choose, you can begin working less than ever before. It's important to remember it's about changing what you do with your time ... **not** putting in more of it.

09 How much will this cost?

Your investment will depend on the size of your business and the scope of our



undertaking together. Your **Business Coach** will work this out with you so it's appropriate for your business and the goals and challenges you are committed to. You'll find it's just like having a marketing manager, sales team leader, trainer, recruitment specialist, and a corporate consultant, all for one nominal investment.

Everything you do with us, and your **Action Business Coach**, 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 both an entrepreneurial education second to none, and the knowledge that you can repeat your business success over and over again in other ventures.

10 Will it cost me more to implement the strategies?

Give your **Action Business Coach** just half an hour and you'll see how to turn your marketing effort into an investment that will yield sales and profits rather than just running up your expenses.

In most cases we'll actually save you money by exposing approaches that aren't working for you. And yes, you'll likely have to spend some money to make some. When you follow our simple testing and measuring systems you'll never again risk more than a relatively few dollars on any one campaign. When we establish ideas that work, we make sure you keep profiting from them, time and time again.



Remember, if you use the traditional 'accounting' way of reducing costs, you'll add just a few percentage points to your bottom line. Following our formula, you'll soon appreciate that by driving sales, marketing, and income growth, your possible returns become exponential ... the sky's the limit, as they say.

11 Are there any Guarantees?

To put it bluntly ... no! We won't promise any specific results, nor will we guarantee the goals you set will become a reality.

And this is because we're your coach ... 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.

We **can** guarantee to provide the best service and support available, to answer your questions and challenges promptly, and with the most current and appropriate processes and approaches. And last, but not least, your **Action Business Coach** is fully committed to helping you become successful, whether you like it at the time, or not.

That's right. Once we've helped you set your goals and create your plan, we'll do

whatever it takes to make sure that you reach, and stretch, and strive with all your might, to achieve your goals ... and all you desire.

At the same time we'll be sure to promote balanced living as an overriding theme in all we do. This is to ensure you never compromise either the long-term health and success of your company, or yourself. Most importantly, your personal values, and what's important to you won't be compromised.

12 What results have other business owners had?

Results have ranged from those previously working 60, even 80 hours a week, to now working just 10 ... right through to increases in revenue of 100's to even 1000's of percent. Results will speak for themselves, so be sure to get a copy of our free CD **Action Speaks Louder Than Words** for specific examples of real people, with real businesses from around the globe, getting real results. There are three fundamental reasons our approach will work for you in your business ...

First, your **Action Business Coach** will help you become 100% focused on your goals and the step-by-step processes which will help you achieve them. This focus alone will have an extraordinary effect on both you and your business results.

Second, we will hold you accountable to get the things done you've committed to, not just for the day-to-day running of your business, but for the dynamic growth your business will experience. You're investing in your success and we're going to help you achieve it.

Third, we're going to teach you, on a one-on-one basis, as many of the hundreds of profit and business building strategies and approaches as you need. So, whether your goal is to make more money, or work fewer hours, or both ... your goals **can** become a reality ... and within the next 12 months. Again, just listen to the CD to hear about the specific results other business owners just like you have achieved.

13 In what areas will you be coaching me?

We will work with you in five key areas ... and the emphasis in each will depend on you, your business, and of course, your goals. These key areas are:

- **Sales** ... Obviously, 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 first got to find a prospect.

Over the next 12 months your **Action Business Coach** will teach you amazingly simple, yet powerful, streetwise marketing techniques and approaches that will drive profits.

- **Team Building & Recruitment** ... You'll never just *wish* to find the right people again. You can have motivated, passionate, enthusiastic, and loyal team members when your **Business Coach** shows you how.
- **Systems & Business Development** ... End the hopeless cycle of 'the business running you' and begin running your business. We will show you the secrets to having the business 'work' ... even when you're not there.

- **Customer Service** ... How to deliver your product or service consistently, making it easy for your customers to buy, leaving them feeling delighted with your service. 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.





14 Can you train my people, too?

Yes, we can. We believe providing training is as important as coaching you.

Your **Business Coach** can provide you with many different training modules, which include *team-building, overcoming obstacles, managing change, sales made simple, telephone power, raving fans customer service training*, and more. You'll be amazed at how much enthusiasm and commitment comes from your team as they experience each of our training programs.

We can also provide testing and evaluation to help you gain perspective on opportunities for team development, hiring, discovering individual strengths, and more. Your **Business Coach** will discuss these with you, should they be required.

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

Yes, your **Action Business Coach** can do it for you, or we will train you to do it for yourself. Or we can simply critique the marketing pieces you're using right now.

Should you want us to do it for you, for a low, one time fee, 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,

for an even lower fixed fee we'll work through your piece and offer feedback, if required, what to change, how to change it and what else you should do to make it effective. Last, but not least, 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 would you also recommend books, tapes, etc?

We do this to save you both time and money. You can learn the basics on your own time so when we get together we'll be working on higher level implementations rather than the basics.

This provides a very powerful way for you to speed up the coaching process and, as a result, achieve phenomenal rather than just great outcomes.

17 When is the best time to get started?

Yesterday, of course! Seriously, **Right Now!** Today! This minute! Before you take another step! Waste another dollar! Lose another sale! Work too many more hours! Miss another family event! Forget another special occasion!

Far too many business owners wait. They wait for when things will slow down or to get through their current projects. Then, they never do because there is always some other project that comes up. They're waiting for the "perfect" time to start.



The reality is they'll never get started unless they just start.

Others wait for something mystical or magical to happen that will instantly transform them and their business into the "one" of their dreams. Or, they believe just working harder will make it all better. It almost never does!

Remember, what you know got you where you are. To get where you want to go, you've got to make some changes ... and more than likely learn new things.

There is no time like the present ... right now ... to get started on your dreams and goals.

18 How do I get started?

Get back with your **Action** representative. Some simple paperwork will have you on your way.

You'll have to invest a few hours bringing your **Business Coach** up to speed on your business. Together you'll create a plan ... and that's when the 'work' starts.

It may seem like a big job at first, but with a **Business Coach**, you're sharing the load ... and together you'll accomplish great things.

Here's what others say about working with an *Action* business coach ...

Chris Kerth - **Handyman Connection**

"We have reduced our employee turnover by 72%, which has saved us both time and money."

Mark Morris - **Medina Auto Parts**

"We are more focused on what we want to do with the business over the next two and ten years now that we are working with our *Action Coach*."

Jason and Chris Houston - **Empradoor Finishing**

"After 11 months of working with *Action* we have increased our sales by 497%, and the team is working without us having to be there."

Calvin Plum - **Optima Printing Inc.**

"*Action Coaching* helped me get organized and back to focusing on the basics. The process brought more structure to my operations and helped me delegate and build a responsible team. For business owners who are serious about change, this program has lots of practical advice and support. *Action* helped us with everything from recruitment and collections, to getting our advertising and customer contact back on track."

Gray and Leanne Paper - **Galea Timber Products**

"We achieved our goal for the 12 months within a 6 month period with a 100% increase in sales and a good increase in margins. We have already recommended and will continue to recommend this program to others."

Helen Zannis - **Madison Cafe & Bar**

"Our *Action Coach* evaluated our restaurant, created a report detailing our business, challenges and ideas on how to improve the business and allow all the owners to achieve their individual goals. He then pushed us to achieve those goals - we were able to increase our sales up to 20% in the following few months."



Mary Minken - **Branch Works Corporation**

"*Action International* has given me direction in my personal and business life. I am learning to break overwhelming tasks into manageable, bite-sized portions. I am enjoying the satisfaction of seeing my dreams become a reality."



Stuart Birch - **Education Personnel Limited**

"One direct mail letter added \$40,000 to my bottom line and working with my **Action Coach** has given me quality time to work "on" my business and spend time with my family."

Ken Walford - **WR Display & Packaging**

"We accomplished more in three months, with an **Action Coach**, than we did in the previous three years working with a consultant. The greatest benefit is having a sounding board - having someone who is totally objective to bounce ideas off of, discuss issues with and someone to challenge us. I have noticed our entire team is more focused on the business of business and participating more in the day-to-day operations than ever before."

S. Ford - **Pride Kitchens**

"In 6 months, I've gone from working over 60 hours per week in my business to under 20, and my conversion rates up from 19% to 62%. I've now got some life back!"

John Mooseberger - **Apple Mobile Leasing**

"Our **Action Coach** brought to the table an outside perspective and he cared about what makes our business special."

Dave Terry - **Atkinson & Terry Insurance**

"I would like to nominate **Action International** for their Outstanding Business of the Year Award. We have experienced tremendous growth, including opening a second branch. **Action** has been instrumental in creating business relationships, which have been invaluable to our success."

Glen Lee - **Alliance Engineering & Inspection Ltd.**

"My **Action Coach** not only understood the concepts of a small business, but had worked in the 'trenches' and had the experience to back it up and help me with my frustrations. He helped me realize both change and continued success is obtainable and that I can have a life as well. AEI has utilized **Action International's** Success Model Planning System to evaluate the business and design a sustainable plan specific to AEI's needs for future growth."

Steve Montague - **Effective Sales Development**

"The process in developing a business plan via the **Action** method was both logical and effective."

What can we do for you?



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