



We Help Entrepreneurs  
**Double Their Revenues**  
and **Triple Their Profits**  
by Growing Businesses That  
Run By Themselves

**ActionCOACH**<sup>®</sup>  
DRIVEN BUSINESS COACHING

# COACHING PROGRAMS

Start with the program  
that's right for you now  
and upgrade as your  
business grows.

**ActionCOACHWI.com**

For Any Business

# Business Diagnostic

**Business coaching** offers a transformative opportunity for individuals seeking to elevate their business to new heights.

**With this 90-120 minute coaching session**, you will engage in a thorough exploration of your business's current state, identify strengths, weaknesses, and untapped potential. Through this deep dive into your operations, strategies, and goals, you and your enrollment specialist will collaboratively establish a clear vision for your future.

**Additionally, you'll uncover obstacles** that may be impeding your progress and get valuable insights into potential solutions. By understanding the financial opportunities you might be overlooking, you'll see the potential profit you are leaving on the table right now.

**Ultimately, you'll be empowered** to make an informed decision about whether coaching is the right path for you, offering you the guidance and support necessary to unlock your business's full potential.

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## Your Business diagnostic is a top-to-bottom, thorough review of your most important opportunities in your business.

You'll fill out a Business Background Questionnaire and be asked 28 questions every business owner should be asking themselves every month. (If you're not asking yourself these questions, you're leaving money on the table, not growing as fast as you could be and not building a business that works without you!)

### Included in Your Diagnostic

1. **CLARITY** on your goals, growth and numbers in your business. Business numbers will be broken down and evaluated to find top 5 most scalable areas.
2. Results and strategies for projected growth of business for the next 90 days.
3. A detailed and unbiased analysis of your business, and what programs fit you best.

If coaching can get you to your goals faster than you can on your own, it has a financial return, and we'd all like working together, then a suitable coaching program will be offered to you.

**At the end of your diagnostic session, you'll be totally prepared to decide whether business coaching is for you.**

Learn more:

**ActionCOACHWI.com**



## 1 to 1 Business Coaching is the only place you can get a performance guarantee on your coaching program.

Do you have a business larger than \$750,000 in annual revenue? Want focused attention from your coach on ONLY you and your business? Want to become a business owner, not a business “doer”? Then 1 to 1 Coaching is the program for you.

### Included in Your Program

1. You will share with your coach your big goals and dreams for your business, your life, your family and yourself. While we are business growth specialists, we also know the point of your business is to create a great life for you and those around you.
2. You'll get tools, templates, swipe files and formats for everything from financial measures, your hiring process, how to write job ads THAT WORK, to creating your annual review and employee management processes.
3. You and your coach will work on specific improvements you want to make, with all the shortcuts and simplification that we've learned over 30 years. You'll get where you want to go faster and easier with the right plan.
4. You truly have your coach on your team. That means unlimited access via email, text, and, if needed, in person. You don't ever have to be on your own as the leader of your business again.

**Work on executing your plan, and only your plan, for the entirety of your coaching sessions.**

Learn more:

**ActionCOACHWI.com**

For Businesses > \$750K

# 1 to 1 Coaching

**In-Person:** Benefit from in-person or virtual direct coaching twice a month, allowing for face-to-face interaction, personalized guidance, and focused discussions.

**Unlimited Phone/Email Access:** Enjoy unlimited access to your coach between sessions for ongoing support, quick responses to your inquiries, and the ability to address any urgent matters.

**Undivided Attention:** Your coach will be fully dedicated to understanding your unique business challenges, providing tailored strategies, and offering individualized guidance.

**Execute Your Plan:** Utilize the session time to execute your action plan. You will have the opportunity to implement strategies, discuss progress, troubleshoot obstacles, and make real-time adjustments.

**Customized Skills:** Customize the skills and techniques taught to suit your specific business. You will develop strategies that align with your business goals and maximize productivity and efficiency.

**Enhanced Productivity:** Expect to increase your productivity and optimize your workflow to accomplish more in less time.

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**MentorCLUB is for you if you've added your first few employees, have revenue between \$180,000 and \$750,000 and need some individualized attention.**

You'll 3x your learning as your group shares wins and insights while you support, challenge and cheer each other on.

You will start to apply your skills specifically to your business and market versus the general knowledge you needed as an early-stage business.

## Included in Your Program

1. Twice monthly coaching with one of our award winning coaches in a group of up to 3 business owners. These sessions will let you stay accountable to the priorities you create so that your business works for you even as it grows.
2. You will work on skills and tools specific to where you are in your business right now. While your peers will be working on their own strategies, the nature of the small group allows you to help each other along the journey.
3. In MentorCLUB, you truly have your coach on your team. That means unlimited access via email, text, and, if needed, in person. (If you need a LOT of additional contact with your coach, you will likely need to move up to 1 to 1 coaching.)

**Learn how to use the right tools to improve your foundation and start to really grow your business.**

Learn more:

**ActionCOACHWI.com**

For Businesses \$180 - 750K

# MentorCLUB

**Coaching Sessions:** Personalized coaching sessions held twice a month, providing guidance and support to help you achieve goals.

**Small Peer Group Setting:** Engage in a small group coaching environment with a maximum of three business owners. This allows for focused discussions, collaboration, and the opportunity to learn from like-minded peers.

**Success and Insight Sharing:** Share successes, insights, and challenges with the group. This collaborative approach fosters a rich learning environment where you can gain inspiration, learn from others, and explore innovative growth strategies.

**Goal Accountability:** Your coach and peers will provide support, encouragement, and feedback, ensuring that you stay on track and take consistent action towards achieving your outcomes.

**Market-Specific Application:** Learn to apply the skills and strategies directly to your unique market. The sessions will be tailored to address the specific challenges and opportunities you face, enabling you to implement solutions that yield tangible results in your business.

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**All business owners know that planning is an absolutely critical component of your success. But most make it too hard and just don't know how to start.**

GrowthCLUB is your solution.

This quarterly program allows you to work ON the skills YOU need to become a true business owner.

### **Included in Your Program**

1. You'll get a massively efficient set of tools for your quarterly planning process and be led through exactly how to create your plan. Since your coaching team will be there, you'll also get real live coaching to optimize your plan WHILE YOU CREATE IT.
2. Get access to the ActionCOACH community of like-minded and ambitious business owners and sponsors. Your ActionCOACH team of world-renowned Coaches are also present to guide, teach and bring clarity to your plans for growth.
3. A group of growth oriented, high performing business owners and teams in one room for a full day of learning, planning, focusing and doing business together is a unique opportunity available ONLY through this event.

**This is the only event of its kind in Wisconsin.**

Learn more:

**ActionCOACHWI.com**

For Business Owners

## **GrowthCLUB**

**Quarterly sessions**

**Assess your last 90 days**

**Understand what worked, what didn't, and what to do**

**Design your future business to overcome any growth obstacles**

**Take home a 90-day plan to grow you and your business**

**Network with growth-minded business owners**



For Any Business or  
Sales Team

# Sales Training

**Comprehensive Sales Curriculum:** Our 12-week hybrid training covers all essential aspects of sales, from prospecting to closing techniques, ensuring a thorough skillset.

**Hybrid Learning Approach:** Blend video-based learning with live coaching for a flexible and immersive experience that combines self-paced study with personalized guidance.

**Expert Instructors:** Led by industry experts, our course offers practical insights, real-world examples, and proven strategies to immediately enhance sales performance.

**Skill Development Focus:** Emphasizing practical skill development, our program includes hands-on exercises, role-plays, and simulations to build confidence and competence.

**Optional Support Available:** Participants have the option to access ongoing support, including post-training resources, mentorship opportunities, and a supportive community to further their growth and achieve their goals.

## A 12-Week Journey to Sales Certification

Throughout this online and in person sales coaching program, sales managers, sales teams and sales reps will learn or refresh your skills. Beginning with session one, you'll improve sales performance, sales process, how to close deals, and how to make sales calls more powerful for any level of sales professional.

You'll experience role playing, creating action plans, and develop metrics, follow up plans and initiatives to create the best sales process possible. Each week, you'll explore a unique step of the sales process, making this an interactive and effective coaching process to create or strengthen your existing sales skills.

## An Effective Sales Coaching Program

1. Individual salespeople, all the way to experienced sales leaders, and sales managers will learn skills ranging from how to create a sales process to bottom-line metrics and measurement systems using this program.
2. The sales enablement techniques will improve team performance as much as individual results. In addition, you'll be getting world-class sales coaching for an hour each week to ensure your skillset continues to grow and improve.
3. The bottom line of this sales training program is to coach you to create consistent sales. Whether as an individual sales rep or within your sales team members.

**Close deals, improve retention and follow action plans to create amazing results.**

Learn more:

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For Any Business or  
Management Team

# Management Training

**Comprehensive Management Curriculum:** Our 12-week hybrid training covers a comprehensive management curriculum, encompassing essential skills and knowledge needed for effective leadership and management.

**Hybrid Learning Approach:** Our hybrid approach combines high-quality video-based learning with live coaching sessions, offering a flexible and immersive learning experience that accommodates different learning preferences and provides personalized guidance.

**Expert Instructors:** Led by seasoned professionals and industry experts, this course delivers valuable insights, practical examples, and proven strategies to enhance participants' leadership abilities.

**Skill Development Focus:** Our program includes interactive exercises, role-plays, and simulations that enable participants to practice and refine their skills, fostering confidence and competence.

**Optional Support Available:** Access post-training resources, mentorship opportunities, and a supportive community to further their growth as effective leaders.

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## A transformative 12-week journey designed to unlock leadership skills for new managers or as part of your professional development.

Each week, you will delve into a core fundamental or competency of effective management. You'll be presented essential skills of leadership development, building a solid foundation to grow your management skills. This program is designed for experienced managers, individual contributors and human resources professionals. It's for learners to "install as you go" so you will not only learn, but also execute your management skills modules throughout the program.

## An Effective Management Coaching Program

Each week, you will dive into one or more of these crucial aspects of leadership development, complete with actionable takeaways on your guided journey towards becoming an exceptional leader. Not only will you have simple homework and opportunities for hands on skill development for yourself, you'll receive coaching and feedback, making this program an interactive and transformative journey.

## Learn strategies to drive exceptional performance, boost workplace output and improve team results.

Learn more:

**ActionCOACHWI.com**

For Any Business

# Business MasterCLASS

**Comprehensive Curriculum:**

Our 12-week training covers a comprehensive curriculum, encompassing essential skills and knowledge needed to achieve your business growth goals.

**Hybrid Learning Approach:**

Our hybrid approach offers both in-person and virtual sessions that accommodates different learning preferences and while still providing personalized guidance.

**Expert Instructors:**


Led by seasoned professionals and industry experts, this course delivers valuable insights, practical examples, and proven strategies to enhance participants' leadership abilities.

**Small Peer Group Setting:**

Engage in a small group coaching environment. This allows for focused discussions, collaboration, and the opportunity to learn from like-minded peers.

**Goal Accountability:**

Your coach and peers will provide support, encouragement, and feedback, ensuring that you stay on track and take consistent action towards achieving your outcomes.



## A transformative 12-week journey designed to elevate your business performance.

Each week, we'll explore the essential fundamentals and skills needed to build a successful and profitable business. Whether you're looking to refine your strategy or accelerate growth, this masterclass offers the tools and insights necessary for long-term success.

## An Effective Program in Mastering Core Business Principles

In this masterclass, you'll acquire practical techniques and proven frameworks to boost profitability, streamline operations, and reach your business goals.

We'll focus on the specific steps to build a better business, and provide insight and guidance on things such as mastering your time, converting customers, creating and curating target markets, building a winning team, management and leadership, and so much more.

## Learn strategies to create growing profits, reliable growth and developing predictable systems to achieve all your business growth goals.

Learn more:

[ActionCOACHWI.com](https://ActionCOACHWI.com)

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