

Are you getting everything you want from your business?

ActionCLUB Business Mastery Program

A Great way to get YOUR business flying.

The **ActionCLUB** Business Mastery Program is a 12 session - 26 week program for businesses not ready for one-on-one coaching or for start-ups and micro businesses. With your own accountability coach you'll start creating the business you've always wanted.. not just the one you've already got!

What you will learn during the program...

At **Action**, we believe in the principle, give a person a fish, they will eat for a day; teach a person to fish, they will eat for a lifetime. Our objective is to "teach you to fish" so you can apply the strategies in your current business plus any business you may own in the future. You'll be given all the tools so you can see real results as you go along. Here's what you'll learn through the sessions...

1 on 1 Session - You and your Accountability Coach set your plan for the program.

Before you can start you will need to understand exactly what the course is about and how it can benefit you. Most clients get excited at this point because they realize there is a way to achieve what they think they want. You will also be introduced to your Business Planning Toolkit. This will be your companion from this point forward in both your life and your business. It includes a comprehensive business audit and a system of planning

Session 1 - FocusRICH.

In this first group session you will set your goals, company's vision and mission and you'll learn how to build a great business from the base up. You'll also learn about the importance of having a good plan and using your time effectively!

Session 2 - CashRICH.

This session will teach you about the importance of understanding your financials. This is the key to knowing where your cash comes from and goes to...and how to keep some of it! You'll learn how to read your financial statements, the cashflow cycle and how to achieve more than just a breakeven!

Session 3 - LeverageRICH.

You will learn about the principles of leverage. You'll focus in on the fastest ways to increase your business using Action's 5 Ways mastery and the importance of testing & measuring...everything!!

Session 4 - LeadGenerationRICH.

You will extract your uniqueness, that which sets you apart from your competitors, and learn how to use it to get more of the customers you want. You will also learn about how to put together a great ad to make sure your acquisition cost is low and your lifetime value high!

Session 5 - ConversionRICH.

You'll learn about the different types of salespeople and the difference between old selling and new. You will learn to understand the question funnel and how to handle objections.

Session 6 - ClientFulfillmentRICH.

This session is about client fulfillment. Now you have done all the hard work to get them, it's critical to keep them. You will learn about developing customer loyalty so your customers keep coming back... time after time.

Session 7 - SystemsRICH.

Learn about systemising your business. Learn how to create systems that run your business to produce massive results. Learn how you can work on your business rather than in it.

Session 8 - TeamRICH.

This session is all about building the dream team you've always wanted. Learn how to become a great leader to inspire them each and every day. Learn how to recruit great people and lead them to a business that works without you.

Session 9 - 90 Day planning.

Join all our clients in a 90 Day Planning session. This is where you get to write your own plan for the next period. (this occurs during your program)

Session 10 - Leverage, the Board Game.

Join other business owners for some fun and to recognise how the 5 ways comes together and can be integrated into your business on a day to day basis. This is not just for fun however...this an excellent learning tool and an excellent networking opportunity

1 on 1 Session - You and your Accountability Coach review and plan your next steps.

Now it's time to get clear on your next steps. In this session you will work through your progress with your coach, and decide on how you can keep moving. Many clients move into a 1:1 mentor program at this point because they see the real benefits of working one on one with their own coach. If not then we'll help find a program that works for you.

Here's how it works...

You meet every fortnight at the Lower Hutt Chamber of Commerce, Level 3, 20 Daly Street, Lower Hutt. Sessions typically start at 4:00pm and finish at 6:30pm on a Monday, although times may vary. You will spend your time with a group of like-minded business owners getting all the tools to get you moving. Each session you will be given a workbook, complete with the homeFUN and tools you need until the next session. On the other week your accountability coach will make sure you're on track with a 15 minute phone session.

NEWSFLASH
This course qualifies
for the NZTE
Capability Develop-
ment Voucher Scheme.



