

ActionCLUB



Propel your Business to the Next Level!

ActionCOACH[®]
business coaching

ActionCLUB

Grow Your Business

ActionCLUB is the **most** practical, dynamic and profitable business, sales and marketing program you'll ever invest in. You will learn the most powerful business strategies that you will be able to apply in your business.

During the program you'll learn how to:

- Achieve more by improving your prioritising and time management skills;
- Define your unique selling proposition and turn it into a powerful, competitive weapon;
- Dramatically increase your lead generation and conversion skills;
- Develop loyal, profitable customers who keep coming back;
- Interpret the key financial indicators in your business;
- Hire, develop and retain the best people;
- Create systems that allow the business to run without you;
- Grow your sales, profits and margins.

Network with other business owners

You'll be joining like-minded business owners on this personal development journey. Chances are you'll even pick up a referral or two. ActionCLUB is also about building a business community and having other business owners on the programme who will help motivate, inspire and walk this journey with you.

How serious are you about your business?

If you are tired of simply surviving in business and are ready to make more cash, win more deals, free up more time - then ActionCLUB is for you!

Frequently Asked Questions

Q – Who is the course aimed at?

A – The course is aimed at business owners, entrepreneurs & managers. It is also applicable to anyone who wants to start, buy, build or grow a business.

Q - What is ActionCLUB?

A – It is a 12-month, practical program that is designed to grow YOU and YOUR BUSINESS - incorporating all the key skills and disciplines required to run and build a successful business.

Q – Are there tests or exams?

A – No, we focus on equipping you with necessary practical skills to become a successful entrepreneur.

Q – When does the course start?

A – The course starts in March and runs to February the following year.

Q – How is the course delivered and how often do you meet?

A – The course is delivered via Zoom and we meet 2 Thursdays per month from 8:15am - 11:45am.

Q – I see there is a feedback session every 2nd session, what is that?

A – The course is structured such that the 1st session of each module is where the learning takes place via a presentation. Everybody then gets actions to implement certain items and the feedback session is where everybody shares the success of their implementation. The Coach will also give you feedback on your actions, as well as answer any questions or assist with any challenges. The feedback session also serves as an accountability session.

Q – What happens if I miss a session?

A – The Sessions are recorded so if you can't make a particular session, you will be sent the recording to catch up.

Q – What sort of results can I expect from this programme?

A – That is entirely dependent on you. Like with anything in life, what you put in, is what you get out. ActionCOACH has in existence for 28 years, having helped tens of thousands of businesses Grow and Thrive.

ActionCOACH Ignite is an awarding winning franchise having won the SA Firm of the Year for the past 6 years.

Q – What is the cost of the Course

A – The course costs R 2,950 plus VAT per month x 12 months.

You are committed for the full 12 months. A 9% discount is offered for full payment upfront.

Calendar

March 2023

9 March – Vision & Focus *
23 March – Feedback on Vision & Focus
30 March - Marketing (Lead Generation)

April

20 April – Feedback on Marketing (Lead Generation)

May

11 May – Referrals, Email Marketing & Cold Calling
25 May – Feedback on Referrals, Email Marketing & Cold Calling

June

8 June – Sales *
22 June – Feedback on Sales

July

13 July – 90 Day Goal Setting
27 July – Finance *

August

10 August – Feedback on Finance
24 August – Time Management

September

14 September – Feedback on Time Management
28 September – Customer Service

October

12 October – Feedback on Customer Service
26 October – 90 Day Goal Setting

November

9 November – Maximizing Profit
23 November – Feedback on Maximizing Profit

December

7 December – Systems
14 December – Wealth Creation

January 2024

18 January – Feedback on Systems
25 January – Leadership & Management

February

8 February – Feedback on Leadership & Management
22 February – 90 Day Goal Setting

*Longer sessions

Content Highlights

Vision and Focus

- ➔ The importance of the correct mindset & attitude
- ➔ The Why and how of setting your company Vision Statement
- ➔ Creating your Purpose
- ➔ How to Make Your Dreams Come True

Outcome – At the end of this module, you will have a Vision Statement for your business that will inspire and enrol you and your team to take massive action.

Marketing

- ➔ Brand Marketing vs Lead Generation
- ➔ 83 Lead Generation Strategies to Choose from
- ➔ How to calculate your acquisition cost
- ➔ How to turn your marketing from an expense into an investment
- ➔ How to ensure you don't compete on Price
- ➔ How to Market with no Budget

Outcome – At the end of this module, you will have learnt the key principles of lead generation and you will have chosen marketing strategies to generate leads for your business. Marketing is without doubt the secret to business success.

Referral, Email Marketing & Cold Calling

- ➔ The 7 Steps to preparing your referral strategy
- ➔ The Critical Success Factors of Email Marketing
- ➔ How to Generate Leads from Email Marketing
- ➔ How to Aggressively build your email database
- ➔ Principles of Facebook & LinkedIn Marketing
- ➔ When and How to effectively use Cold Calling

Outcome – At the end of this module, you will have a referral strategy in place and you will have learnt all the golden rules of email marketing and how to generate leads from this.

Sales

- ➔ What drives a purchase decision
- ➔ Sales Skills Training & How to Master the Art of Asking Good Questions
- ➔ The Question Funnel
- ➔ How to drastically improve your sales conversion rate
- ➔ The Qualities and Habits of a great Salesperson

Outcome – At the end of this module, you will have learnt how to effectively close more deals and how to maximize the sales in your business.

Finance

- How to read an Income Statement & Balance Sheet
- Gross Profit & the Importance thereof
- How to Calculate Breakeven Sales & Profit Breakeven Sales
- The Why & How of Budgeting
- How to Create Wealth for yourself

Outcome – At the end of this module, you will be well versed on the what the key numbers in your business mean, where to find them and how to influence them.

Time Management

- Self-Mastery, Planning Mastery, Delegation Mastery – How to Achieve these
- The 2 Most Effective time management tools
- The Difference between Busy & Productive
- Urgent vs Important
- The Myth of Multitasking

Outcome – At the end of this module, you will have learnt some powerful time management techniques to apply to massively improve you & your team members levels of productivity.

Customer Service

- How to Turn your Customers into Raving Fans
- The Emotional Bank Account
- How to Climb the Ladder of Loyalty
- The Moments of Truth in Your Business

Outcome – At the end of this module, you will have learnt how to move your customers up the ladder of loyalty to Raving Fan level, a level where the referrals keep flowing into your business.

Business Leverage / Maximizing Profit

- Learn how to Grow your Profits by 61% in 12 Months
- 5 Ways Formula to Massive Profit
- Test & Measure
- Navigating your Way up the Entrepreneurial Ladder

Outcome – At the end of this module, you will have learnt how to ramp up the profitability of your business using a very powerful formula together with some simple, easy to implement strategies.

Systems

- The importance of a Systemized Business
- The 5 Steps to Systemizing your Business

Outcome – At the end of this module, you will have learnt how to effectively and efficiently systemize your business into documented processes and procedures. This will lead to consistency and massive efficiency enhancements for your business.

Wealth Creation (through Property Investment & Investments)

- ➔ Why property is a great asset class to invest in
- ➔ How to calculate your maximum Purchase Price
- ➔ How to find the perfect property
- ➔ How to find the right tenant
- ➔ How to build massive wealth from Property Investing
- ➔ Using Investments to grow your wealth

Outcome – Now that your business profitability is growing, you need to understand how to invest this money to create wealth for yourself and moving you towards the ultimate goal for most - Financial Freedom.

Leadership & Management

- ➔ The 16 Cylinders of High Performance
- ➔ The Keys to a Winning Team
- ➔ How to recruit the best people onto your team
- ➔ How to hold people accountable
- ➔ The 10 Worst Behaviours of Managers
- ➔ How to Inspire your Staff to great Results

Outcome – At the end of this module, you will have learnt how to be a great leader and manager to the people in your team. If you ever want your business to work without you, you need to build a great team. Great teams need great leaders and we will teach you how to become that.



Who is Karen Le Grange?

Educated

After matriculating with an A aggregate, Karen studied marketing where she graduated as the top student in her faculty.

Karen has been exposed to the ActionCOACH systems for the past 8 years, and recently graduated as an internationally certified business coach with ActionCOACH.

Experienced

Karen worked for a number of large corporates in SA, across a range of roles, and commenced her full-time entrepreneurial journey in 2006.

Since then, Karen has started, built up and sold 2 businesses.

Celebrated

Karen is a key part of the highly successful ActionCOACH Ignite firm in Kloof. ActionCOACH Ignite has won numerous awards, including the Business Coaching Firm of the Year in SA, for the past 6 consecutive years.

Grounded

Karen is a highly creative, people person. Her passion is making a meaningful and positive impact in people's lives.

Karen loves nature, reading, travel and above all - her clients, family and friends.

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ActionCOACH Ignite

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