

***Week 5***

**ActionCOACH’s 5 Ways To Build Your Business**

|  |  |  |  |  |
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| **WAYS** | **Current Figures** | **Areas of Potential (notes)** | **Increase** | **New Forecast** |
| Leads |  |  |  |  |
| x | x |  |  | x |
| Conversion Rate |  |  |  |  |
| = | = |  |  | = |
| Clients |  |  |  |  |
| x | x |  |  | x |
| No. Trans |  |  |  |  |
| x | x |  |  | x |
| Av £ Sale |  |  |  |  |
| = | = |  |  | = |
| Turnover |  |  |  |  |
| x | x |  |  | x |
| Gross Margin |  |  |  |  |
| x | x |  |  | x |
| Gross Profit |  |  |  |  |
| - | - |  |  | - |
| Overheads |  |  |  |  |
| = | = |  |  | = |
| Net Profit |  |  |  |  |

**NICHE - Beyond Price Competition**

Niche - moving away from price competition, knowing your real value and leveraging that value

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| **Rules of Marketing** |
| 1 | I know that Marketing is an investment because I Test & Measure everything |  |
| 2 | I spend more time generating income than reducing costs |  |
| 3 | I put 50% of my time, effort and investment into delivery of my products/services and the other 50% on Sales & Marketing |  |
| 4 | I Test & Measure everything |  |
| 5 | I know my Acquisition Cost and understand that “buying” customers is an investment |  |
| 6 | I do not chase Market Share – I am after Wallet Share |  |
| 7 | I have a long term view of the value of our customers and know their Lifetime Value |  |
| 8 |  |  |
| 9 |  |  |

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| **USP & Guarantee Checklist** |
| 1 | I have completed a USP & Guarantee assessment |  |
| 2 | I know what it is about our proposition that our customers value most |  |
| 3 | I have defined what my business Uniqueness is and it is truly unique |  |
| 4 | I have produced a Guarantee that is meaningful |  |
| 5 | My team knows what our points of difference are and what our Guarantee is |  |
| 6 | Everyone in the business is a walking, talking reflection of these Points of Difference |  |
| 7 |  |  |
| 8 |  |  |
| 9 |  |  |

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| **5 Ways to Bigger Profits Checklist** |
| 1 | I know and understand the 5 Ways business chassis |  |
| 2 | I know my numbers in each area |  |
| 3 | I have a growth target in each area |  |
| 4 |  |  |
| 5 |  |  |
| 6 |  |  |

**My Five Ways Strategies**

|  |
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| **1 - Lead Generation** |
|  | ***Strategy*** | ***Outcome*** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

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| **2 – Conversion Rate** |
|  | ***Strategy*** | ***Outcome*** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

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| **3 - Average £ Value** |
|  | ***Strategy*** | ***Outcome*** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

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| **4 - Number of Transactions** |
|  | ***Strategy*** | ***Outcome*** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |

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| **5 - Margins & Costs** |
|  | ***Strategy*** | ***Outcome*** |
| 1 |  |  |
| 2 |  |  |
| 3 |  |  |
| 4 |  |  |
| 5 |  |  |