



# 5 Keys to Unlocking the CASH in Your Business

BROUGHT TO YOU BY YOUR EXIT PLANNING TEAM:

Helping Our Clients Transfer their Businesses Successfully & Retire in Style



# 3 Things I'll Share with **YOU** Today...

1. How to **THINK** so that **You** begin to see the possibilities to unlock the cash in **Your** business
3. The **BLUEPRINT** – the simplest, fastest ways for **you** to increase sales and profits
4. **CASE STUDIES** of WI companies that are implementing the blueprint successfully



# A Little Bit About Action**COACH**...

- **You** are learning from the *World's #1 Business Coaching Firm*
- **You're** tapping in to more than 1200 Coaching Offices in 88 countries...
- **You** are learning from the company that Created Business Coaching in 1993...
- Our Vision is to create *“World Abundance through Business Re-Education ...”*
- We coach over 18,000 businesses each week globally. **You** get ALL of that combined experience and knowledge

So...HOW do **You**  
need to *Think*  
*Differently* to Unlock  
the Cash In **YOUR**  
Business?



# More About Learning...

To make sure you get the most out of your learning...



# Unlocking Cash begins with 2 things...

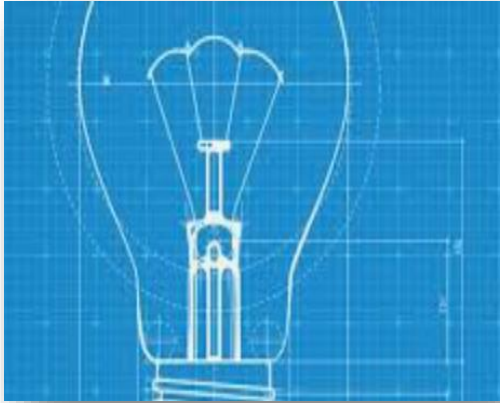


Keeping Customers

Getting  
Customers

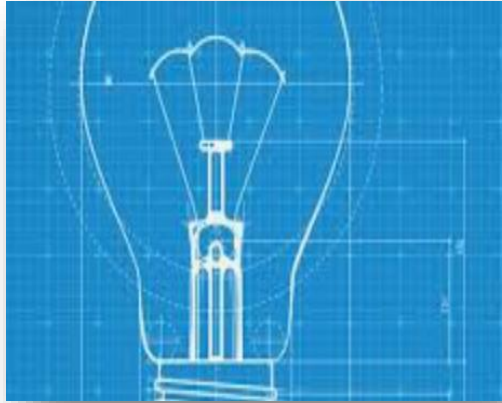


# It's about *Marketing Leverage*...



- This is the most powerful blueprint **you'll** ever learn... **THE KEY** to Unlocking Cash
- **Stop wasting time** focusing on the wrong things
- **Stop wasting money** on marketing that does not work or is in the wrong places
- And **guarantees you** consistent incoming business & **CASH**

# ActionCOACH Marketing Leverage...



## Most business owners know...

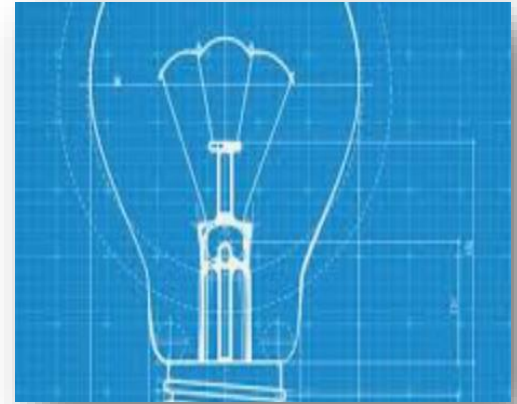
- How many customers **you** have
- What **your** revenue is
- How much profit **you** make

**But these are all just results!**



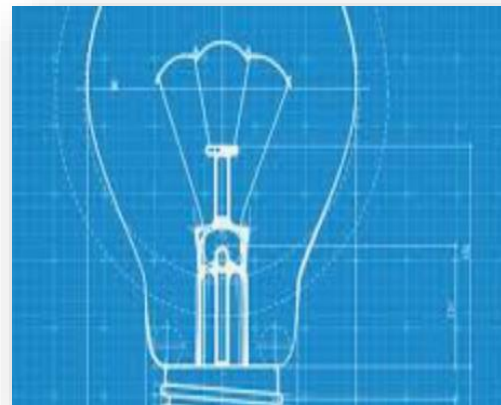
# Let's Put In Some Numbers...

|                   |                           |
|-------------------|---------------------------|
| Number of Leads   | 5,000                     |
| x                 | x                         |
| Conversion Rate   | 20%                       |
| =                 | =                         |
| <b>Customers</b>  | <b><u>1,000</u></b>       |
| x                 | x                         |
| # of Transactions | 2                         |
| x                 | x                         |
| Avg. \$\$\$ Sale  | \$500                     |
| =                 | =                         |
| <b>Revenue</b>    | <b><u>\$1,000,000</u></b> |
| x                 | x                         |
| Profit Margins    | 10%                       |
| =                 | =                         |
| <b>Profit</b>     | <b><u>\$100,000</u></b>   |

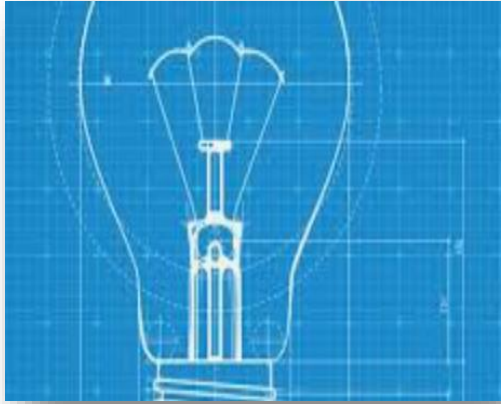


# With Just A 10% Increase in Your 5 Ways...

|                   |                           |                           |
|-------------------|---------------------------|---------------------------|
| Number of Leads   | 5,000                     | 5,500                     |
| x                 | x                         | x                         |
| Conversion Rate   | 20%                       | 22%                       |
| =                 | =                         | =                         |
| <b>Customers</b>  | <b><u>1,000</u></b>       | <b><u>1,210</u></b>       |
| x                 | x                         | x                         |
| # of Transactions | 2                         | 2.2                       |
| x                 | x                         | x                         |
| Avg. \$\$\$ Sale  | \$500                     | \$550                     |
| =                 | =                         | =                         |
| <b>Revenue</b>    | <b><u>\$1,000,000</u></b> | <b><u>\$1,464,100</u></b> |
| x                 | x                         | x                         |
| Profit Margins    | 10%                       | 11%                       |
| =                 | =                         | =                         |
| <b>Profit</b>     | <b><u>\$100,000</u></b>   | <b><u>\$161,051</u></b>   |



**That's A 46% Increase In Your Revenue...**



**And a massive  
61% increase in  
your profits!**

# Question...

How much more would  
**YOUR** business be **WORTH** if  
you made an extra 61%  
more profit?

**EVERY YEAR?**



# MEET JASON



FROM SOLO  
TRANSFORMATIONS  
TO **ONE STOP SHOP**

**I NEVER WOULD  
HAVE GUESSED  
HOW WELL WE'D BE  
DOING RIGHT NOW!**





# MEET LAURA

“ActionCOACH has been an incredible support for me & my team. The team is more focused and we’re seeing clear results. I now work on my business instead of in it – we were able to acquire a competitor AND open the Puppy Den!”

- Laura Schorrak
- The Dog Den & Puppy Den





**W.E.DAVIES + SON**  
REMODELING, INC.



Meet Wynn, Wade & Kyle **actionCOACH**  
BUSINESS COACHING

# Question...

What Would HAPPEN if you increased your:

- Leads
- Conversion Rate
- Transactions
- Average Dollar Sale
- Profit Margin for 5 years in a row?

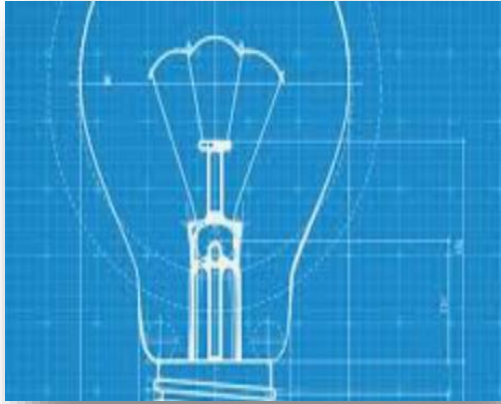




## What If Just 10% over 5 years...

|                          | <u>Year 1</u>      | <u>Year 2</u>      | <u>Year 3</u>      | <u>Year 4</u>      | <u>Year 5</u>                   |
|--------------------------|--------------------|--------------------|--------------------|--------------------|---------------------------------|
| <b>Number of Leads</b>   | 5,500              | 6,050              | 6,655              | 7,321              | 8,053                           |
| x                        | x                  | x                  | x                  | x                  | x                               |
| <b>Conversion Rate</b>   | 22%                | 24.2%              | 26.6%              | 29.3%              | 32.2%                           |
| =                        | =                  | =                  | =                  | =                  | =                               |
| <b>Customers</b>         | <u>1,210</u>       | <u>1,464</u>       | <u>1,772</u>       | <u>2,144</u>       | <u>2,594</u> <b>+159%</b>       |
| x                        | x                  | x                  | x                  | x                  | x                               |
| <b># of Transactions</b> | 2.2                | 2.42               | 2.66               | 2.93               | 3.22                            |
| x                        | x                  | x                  | x                  | x                  | x                               |
| <b>Avg. \$\$\$ Sale</b>  | \$550              | \$605              | \$665              | \$732              | \$805                           |
| =                        | =                  | =                  | =                  | =                  | =                               |
| <b>Revenue</b>           | <u>\$1,464,100</u> | <u>\$2,143,589</u> | <u>\$3,138,428</u> | <u>\$4,594,973</u> | <u>\$6,727,500</u> <b>+573%</b> |
| x                        | x                  | x                  | x                  | x                  | x                               |
| <b>Net Margin</b>        | 11%                | 12.1%              | 13.3%              | 14.6%              | 16.1%                           |
| =                        | =                  | =                  | =                  | =                  | =                               |
| <b>Profits</b>           | <u>\$161,051</u>   | <u>\$259,374</u>   | <u>\$417,411</u>   | <u>\$670,876</u>   | <u>\$1,083,126</u> <b>+983%</b> |

# How You Can Apply this in YOUR Business



- **Determine your base numbers**
- **Commit to tracking them each month**
- **Test, Measure and adjust strategies**
- **We're here to help**



# COMPLIMENTARY Resources for CLIENTS

*Hosted by*

**Dan Bergs  
Susan Thomson  
Nathan Brinkman**

Every 3<sup>rd</sup> Wednesday

*Coming up next...*

**“EBITA – What is it?”**

February 3, 2021

presented by Dan Bergs, CPA, Senior Manager, Wegner CPAs

**“5 Keys to Unlocking the Cash in Your Business”**

February 24, 2021

presented by Susan Thomson, Partner & Licensed Coach, actionCOACH

**“Identifying Value Gap\$”**

March 17, 2021

presented by Nathan Brinkman, CPWA®, Owner & Founder,  
Triumph Wealth Management, LLC

Search **“WinningonWednesday”** on Spotify (or other example)





**Dan Bergs**

**Wegner CPAs**

[dan.bergs@wegnercpas.com](mailto:dan.bergs@wegnercpas.com)

608-442-1986



**Susan Thomson**

Primary contact for  
**ActionCOACH of WI**

[susanthomson@actioncoach.com](mailto:susanthomson@actioncoach.com)

608-441-5374



**Nathan Brinkman**

**Triumph Wealth Management**

[nathan@triumphwealth.com](mailto:nathan@triumphwealth.com)

608-828-4338

[MakemoreWorkless@actioncoach.com](mailto:MakemoreWorkless@actioncoach.com)

