

How To Introduce Business Coaching & Mentoring To Someone

Area	Business Owner Challenge	How ActionCOACH Can Help
MONEY	“I feel like I am working so hard and yet making no money.”	“You should speak to one of the coaches in Action’s Empire Team, they are experts in improving sales performance and operational efficiency.”
	“Every month we have to go into overdraft and we end up incurring all these fees!”	
	“We offer the lowest price on the market – we discount, do giveaways, but it feels like the more we sell, the more we lose!”	“I know a sales and marketing expert who can make sure you get the <i>right kind</i> of customers in the door.”
	“I spend all this money on advertising but I get no business from it.”	“You should talk to Michael Breitman or one of the coaches on his team – they work with business owners and show them how to get a positive return on their advertising investment.”
	“I just placed an ad in the local newspaper – there goes another \$500 down the drain.”	
	“I’m looking to sell or franchise my business.”	“You need to talk to Action’s Empire Team - they work with business owners to set their companies up right or get them working better so they can get the most money on their sale or franchising opportunities.”
TEAM	“I just can’t get good people for the job.”	“You should talk to the Empire Team of ActionCOACH coaches. ActionCOACH has cutting-edge technology that he can train you on - that will increase your chances of getting the right employees by 500%!”
	“My best team members always quit!”	
	“I’ve interviewed so many people for the job but I can’t find anyone who’s qualified.”	
	“I never know what my team’s working on.”	“I know a specialist in organizational structure who could help you with this – I should put you two in touch.”
TIME	“I’m working way too many hours and I never have time for myself and my family.”	“The local team of Action coaches is expert in business systemization – you should talk to one of them. They will really be able to help you and your team with your time challenges.”
	“I’m swamped – I never seem to have enough time to return calls and reply to emails in good time.”	
FOCUS/ VISION	“I can’t seem to find focus or motivation. I lack a vision for my life and my business.”	“You should talk to Michael Breitman’s team – they are expert in helping people define their vision and have just the right kind of resources to keep you motivated.”
	“I feel burned out and sick of the same routine – I get “Mondayitis” every day...”	

Michael R. Breitman – ActionCOACH Master Licensee

ActionCOACH of Metro New York - The Empire Team

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