

# Networking expert to expand into Profit Club



**Fred Bauer**  
Business Coach  
New Jersey, USA

With over 14 years of consulting experience, **Action International** coach Fred Bauer is an ace at networking in northern New Jersey. Just mention “*Action International*” in a networking group setting in the West Orange area of New Jersey and don’t be surprised if Fred Bauer’s name is on the tip of everyone’s tongue. “Everyone knows me,” Fred proudly comments. “That’s how I created my success,” he states. “You have to be a person who people want to be around...you have to be genuinely happy.”

## Tips to Success

Besides networking, the SUNY college graduate attributes his success with **Action** to “perseverance and following the system.” With perseverance, Fred describes himself as “undefeatable” and “stubborn.”

He is a firm believer in following the 5 Ways, “What you are looking for is creating a picture of this prospect and you walking into the sunset together.”

## Sales or survival?

The former IT consultant had never considered himself as a “sales person” even though he sold consulting services. Technically, he never really held a position with “sales responsibility” and actually thought he “stunk” at sales. It was through a “huge survival instinct” that Fred was successful as an IT consultant.

Fred has created the accounting and fulfillment processes for an Internet start-up that provided content for JCPenney.com and BlueLight.com as well as marketed his consulting services for Deloitte Consulting, Andersen Consulting and Price Waterhouse Coopers.

With **Action**, he is taking his natural “survival instinct” one step further by starting a Profit Club with his networking contacts.

## Profit Club

“I have been leaving money on the table,” Fred confessed before his initial launch of Profit Club. “I have only been trying to sell Rolls Royces and I’ve just added some Chevys to the product line.” In the process, Fred hopes to convert some of the Chevy owners to Rolls Royce owners.

His narrow focus on only selling one product line has held him back from working with “a community of likeminded business owners on all different levels.” Profit Club will give him the opportunity of “always having product in the pipeline.”

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## Good lead

While Fred is passionate about working with small business to improve their revenues and profits, he is very capable of determining which companies are good leads. Quite bluntly, Fred views good leads as business owners which he “enjoys being with and have the capability to pay my fee.”

One of the best testimonials of Fred’s ability to follow the **Action** plan, is that of a client who was questioned by her junior account person for spending so much money on a business coach. The account person also commented about how the client seemed “more confident and aggressive about getting business in.” Then, the client explained that since the company hired Fred, they have added two new accounts, and his efforts in time management and contract negotiations had brought in at least \$60,000 more in new business. Now that Fred is adding Chevrolets to his Rolls Royce line, expect him to have more success stories like this in New Jersey.