



## The FIRM/Senior Franchise Partner

Builds and develops a team of professional coaches, while owning a tangible business asset that increases in value over time.

Business coaching is the second fastest growing industry behind IT in the business-to-business sector according to *Forbes Magazine* and is estimated to be a \$2 billion global industry. Companies realize that adding a business coach to their list of necessary resources is vital to their livelihood and long-term success. If you want to be a part of the business coaching industry, you want to do it with a partner and franchisor who is at the top of the game. ActionCOACH is the best in the business. We are the #1 business coaching franchise in the world. We are looking for Senior Franchise Partners and Firm Owners to add to our global community that now reaches more than 80 countries worldwide.

The FIRM is the best option for the entrepreneur who wants to take advantage of the ultimate leadership opportunity. The FIRM lets you hire an unlimited number of business coaches. Your Firm can grow as much as you want, as fast as you want. Leaders and visionaries will have an unparalleled opportunity to impact lives of business owners as they grow within their exclusive territory.

Your FIRM will be recognized as the exclusive provider of professional business coaching services in your

designated territory using the ActionCOACH system. Offering a wide variety of products, your team of coaches and your FIRM will have multiple streams of revenue available to grow and develop. Your territory is carefully mapped to include a rich density of businesses to make your return on investment quantifiable and attainable.

As a Firm owner and senior franchise partner you will have the depth and breadth of the ActionCOACH system and our proven methodologies at your disposal to serve all the businesses in your territory. Ongoing training and support for yourself and your coaches is available and the global ActionCOACH community is accessible to you as you grow and develop your firm. You will be a part of a collective of professionals that is unmatched in the industry.

The FIRM is perfectly suited for business executives who desire the opportunity to manage a business that has unlimited potential. Firm investment starts at approximately \$70k and territories availability vary from state to state.