



## STRATEGY GROUP INTERNATIONAL LLC

"UNLOCKING THE POTENTIAL OF YOUR FRANCHISE"

SGI ACTION COACH SUPPORTER™



### ABOUT STRATEGY GROUP INTERNATIONAL

Strategy Group International is a full service business services firm combining the best in strategic consulting, analysis and planning, with experienced business coaching. SGI's mission is to advance ownership decision making, drive management action, guide marketing direction and stimulate overall company performance for improved bottom line growth.

### SGI ACTION COACH SUPPORTER

SGI's two partners experiences include six years as a Senior Action Coach, Action Coach Presidents Club and recognition for Top Growth and Coach's Choice Awards in the Action Coach System. Together the partners share 75 years of business experience with 55 years of tested senior executive management experiences earned over a decade of successful marketing and new business development leadership activities. This has allowed them to assemble an array of specialized services intended to support the investment you have made as an Action Coach or Master Licensee.

SGI provides comprehensive business services that are designed specifically to complement your growth plan and help you to drive your business to the next level.

### FITNESS REPORT - DISCOVERY AND DEVELOPMENT RECOMMENDATIONS

It is difficult for any business owner but more so for the Action Coach to step back from the daily demands of owning a business while functioning as its chief seller, strategist, coach, bookkeeper, marketer and so much more. The hours always seem to pile up and the rewards that are gained are definitely not without great sacrifice.

SGI's *Fitness Report* is similar in purpose to the Health Check Action Coaches offer their prospects and clients. Our Fitness process begins with a 4 hour "facilitated Discovery and Mastery Session" where we explore all aspects of your business, goals, successes, failures and needs. The honest give and take of this interactive session and subsequent follow up reviews allows SGI to issue a Fitness Report summarizing its findings in 10 major aspects of your business and make recommendations for improvement and franchise growth. It gives you an outside look by experienced and objective facilitators. The natural outcome of the "Fitness Report" is a set of SGI recommendations outlining appropriate services as part of a personalized *development plan* for your franchise business.

### FOUNDED: 2002

#### MIKE MENAKER, PARTNER



- 40 years of Business Experience
- 6 years Senior Coach – Action Coach
- 25 years senior management with Fortune 500 companies
  - Engineering and Manufacturing
  - Systems and Operations
  - Finance; Human Resources
  - Training; Sales and Marketing
  - Client Relations and Customer Service

#### DAVID REINGOLD, PARTNER



- 35 years of Business Experience
- 30 years Executive Management in Information Technology & Consulting
- 10 years Chief Marketing Officer
  - Strategic Marketing Consulting
  - New Business Development
  - Alliance and Channel Development
  - Systems and Operations



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## **SGI VIRTUAL OFFICE SOLUTIONS**

Action Coaches often ask their clients and prospects if they are “working for their company” or “does your company work for you.” The same question is relative for today’s busy Action Coach. They are busy in every phase of their business and in every phase of the customer engagement.

SGI has examined a large group of typical coaching engagements spanning several years and identified a wide grouping of repetitive activities a coach usually provides to customers and to themselves. Under the heading of “SGI Virtual Office Solutions,” SGI enables the Action Coach to cost effectively outsource these activities to SGI thereby freeing up *time*. This found time can be used to expand your customer base, establish new offerings to increase revenue and introduce offerings to your customer base that are more profitable and less time consuming.

SGI’s Virtual Office Solutions are designed to be moved back into your operation, if you desire, when your staffing is in place. You use only what you need as you need it. SGI Virtual Office Solutions includes over a dozen services in “Marketing and Sales” and “Administration and Technical Support.” All are priced so you cannot afford to do it yourself. We have listed and described them in detail in a downloadable booklet available on our website or by e-mail request.

**Be smart, manage your time for success!**

## **NEW BUSINESS DEVELOPER**

It is definitely costly, time consuming and frustrating to attract new customers, open new markets or develop an active alliance or channel program. It often requires you to purchase expensive mailing lists or even more expensive e-mail lists. The effort also requires establishing a CRM system and contact database which requires the adoption of new hardware, software, networking and communications while learning new technology. And, these are only the preliminary foundational items. Next, the Action Coach needs to create HTML based messages, email and direct mail campaigns to send to suspects and prospects and keep changing them so they remain fresh as you stay in constant contact with your target group. In fact, building an accurate local target group, first creating the parameters and then locating the prospect information is quite a costly challenge in itself.

Customer retention is an equal challenge. As your clients grow and move up the business maturity model, they require seminars and workshops that have greater learning depth and span wider areas of business processes. Once they wander to other providers the magic of retention can be broken.

SGI is able to be your *New Business Developer*. We spread the cost of owning, maintaining and operating a large database of company information that includes contact information, ownership identification, key management contact information and e-mail addresses, in the sought after “double opt-out format,” over a large customer base. We provide to Action Coach franchise owners an alternative group of proven seminars and workshops to augment your current group of Action Coach offerings. This enables you to remain fresh, in the moment, and have offerings that can appeal to a wider range of business owners, perhaps larger companies and/or more mature enterprise. These presentations can be packaged for you to present or SGI has a program where its professionals provide the presentations to your audience – a good way for you to learn the material. Either way, we offer training, support material, presentations, handouts, workbooks and follow up material for you and your attendees.

SGI can create target marketing campaigns for your specific need and center them around any aspect of your business. Often, our campaigns combine all of the elements above.

*For more information on how we can help, visit our web site and call Mike Menaker at 973.267.7395*

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