
EXTREME

OWNERSHIP

ActionCOACH[®]
BUSINESS COACHING

**REAL PEOPLE.
REAL RESULTS.™**



MARKETING

FINANCE

EXTREME OWNERSHIP

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MAGIC FORMULA

$$\begin{aligned} &\text{Number of Leads} \\ &\quad \times \\ &\text{Conversion Rate} \\ &\quad = \\ &\text{Customers} \\ &\quad \times \\ &\text{\# of Transactions} \\ &\quad \times \\ &\text{Avg. Rand Sale} \\ &\quad = \\ &\text{Revenue} \\ &\quad \times \\ &\text{Profit Margins} \\ &\quad = \\ &\text{Profit} \end{aligned}$$

5 *Ways*

Growth needs to come from ...

1. 25% Clients (existing / previous)
2. 25% Referrals
3. 25% Strategic Partnerships
4. 25% Own Efforts (everything else)

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Funding can only come from ...

1. Capital injection (yours or others)
2. Borrowings (debt)
3. Boot strapping, sales, trading, BSGTE
4. Grants, support initiatives, incentives

Financial Mastery

1. M.R.S. R.O.I
2. Budget
3. Cashflow Forecast
4. Management Accounts
5. Debtors, Creditors, Stock
6. Income Statement
7. Balance Sheet

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Every
Employ



ONE

POWERED BY

ActionCOACH

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