

Socially distanced...

Action

**COACH**<sup>®</sup> BUSINESS COACHING

But here to help every business that needs help.

Your Presenter Russ Hall Partner ActionCOACH

REAL PEOPLE. REAL RESULTS.



**11 UPDATED STEPS TO HELP YOUR BUSINESS SURVIVE AND THRIVE** 



## ActionCOACH? Russ Hall?

ActionCOACH is a Global Business Coaching Franchise

Offices and Coaches in 80 Countries...Thousands of clients coached annually around the world

Uniquely positioned in this crisis to gather, assimilate, and distribute Small Business Challenges and Actions to address them that are working around the world





## ActionCOACH? Russ Hall?



Russ Hall has been an active franchisee of ActionCOACH since 2003

Prior careers: US Naval Aviator

Prior careers: Corporate Sales and Customer Service Leader

Master's Degree in Industrial – Organizational Psychology from University of Georgia in 2017





# What I'll cover with you today...





### When the storm puts you in port...







#### Step 1 ... Positive Communication ...

"The Chinese use two brush strokes to write the word 'crisis.' One brush stroke stands for danger; the other for opportunity. In a crisis, be aware of the danger - but recognize the opportunity." — John F. Kennedy





Step 1 ... Positive Communication ...

- Vision and Goals / Where you are going MUST be clear
- Passion and Enthusiasm / Powers that Journey
- Become Stronger / Value of Challenge
- Survive for Sure, maybe even Thrive is the message
- All Your People need to hear the message...repeatedly



Step 2 ... Change Your Business Model ...

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- Small Pivots x 100, Not large disruptions
- Opportunity will appear
- Someone is Thriving Marketability is the key...
- Can the change achieve Leverage, Scalability?



Step 3 ... Cashflow Management ...

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- Good time to Cut Costs and Secure more Credit
- Keep Important Suppliers/Partners
- Government Programs





#### Step 4 ... Marketing must Shift ...

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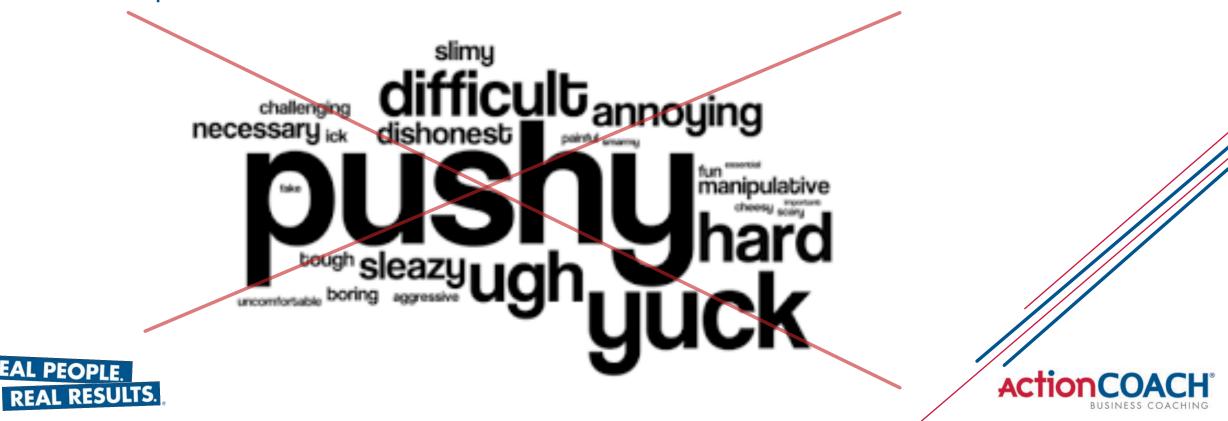
- Message MUST be different
- Compassion must be genuinely demonstrated
- Urgency for change matters
- Virtual and Viral

PEOPI



Step 5 ... Sales with Compassion ...

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- Must change tone in your approach
- Serious Customer Focus is essential
- It's still Selling / Don't Be Afraid to Sell
- Relationships Matter



#### Step 6 ... Customer Service for Repeat Business ...

"Every contact we have with a customer influences whether or not they'll come back. We have to be great every time or we'll lose them." – Kevin Stirtz





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- Keeping All Your Existing Customers a Must
- Above and Beyond Service = Your Strategy to Build Loyalty
- Must Make the Invisible of Virtual Visible to the Customer
- This is where the Profit is



#### Step 7 ... Virtual is the New Normal ...

"The option to work from home when needed, or to try a different lifestyle without having to change jobs, is a win for everyone." - Scott Berkun





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- Yes to new Technology
- Remember Human Management
- Social Distancing has an impact
  - Feeling Alone
  - Meetings
  - Reporting and Planning



#### Step 8 ... Get the Most from Your People ...





OR



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#### Step 8 ... Get the Most from Your People ...

"Start with good people, lay out the rules, communicate with your employees, motivate them and reward them. If you do all those things effectively, you can't miss." – Lee Iacocca

- Mindset Change Fear into Focus
- Be Seen Leading / New Standards of Performance
- Train and Re-train Your People
- Keep as Many as You Can
  REAL PEOPLE, REAL RESULTS.



#### Step 9 ... Build a Strong Mindset...

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- Daily Rituals
- Keep Learning and Growing
- Emphasize Opportunity not Crisis





#### Step 10 ... Plan for 90 Days ...

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- It's a 90 Day Game (More or Less)
- What to Market and Sell, How to Deliver and Charge
- Survive First, Thrive Second
- Work with Your Coach



#### Step 11 ... Look to Invest ...

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REAL PEOPI







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- Stock markets 30% Off Sale
- Companies and Customers will be Up for Sale
- Economic Cycles Always Return...
- Must Act NOW





- Get with your ActionCOACH and make your 90-day plan ...
- List 5 Ideas You Need to Take ACTION on today ...
- Q & A Time ...
- Follow Up …





1 Hour of Pro Bono Coaching to 5 Different Business Owners Each Week...

#### No Strings, No Kidding...

That's what I'm offering to help get you through this Economic Panic...

Message me directly to take advantage of this offer...

RussHall@ActionCOACH.com





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