

Your Presenter Russ Hall
Partner
ActionCOACH

Socially distanced...

Action

COACH
BUSINESS COACHING

But here to help every business
that needs help.

CRISIS
AVERTED
WEBINAR

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

**REAL PEOPLE.
REAL RESULTS.**

ActionCOACH
BUSINESS COACHING

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



REAL PEOPLE.
REAL RESULTS.

The ActionCOACH logo is shown in the bottom right corner, accompanied by several parallel diagonal lines in red and blue that extend from the bottom left towards the top right of the slide.

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BUSINESS COACHING

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

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What I'll cover with you today...

When the storm puts you in port...



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11 Steps you need to take NOW ...

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



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11 Steps you need to take NOW ...

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

11 Steps you need to take NOW ...

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

“The only constant in life is change.” — Heraclitus



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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?

11 Steps you need to take NOW ...

Step 3 ... Cashflow Management ...

“Revenue is vanity, profit is sanity, but cash is king.”
- *Unknown*



11 Steps you need to take NOW ...

Step 3 ... Cashflow Management ...

“Revenue is vanity, profit is sanity, but cash is king.”

- Unknown

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

11 Steps you need to take NOW ...

Step 4 ... Marketing must Shift ...

“You never change things by fighting the existing reality. To change something, build a new model that makes the existing model obsolete.” – R. Buckminster Fuller



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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

11 Steps you need to take NOW ...

Step 5 ... Sales with Compassion ...

“The two main pillars of great salesmanship are being competitive and compassionate.” – Steli Efti

slimy
challenging
necessary
difficult
annoying
dishonest
pointy
sneaky
fun
manipulative
cheesy
scary
hard
yuck
tough
sleazy
uncomfortable
boring
aggressive

11 Steps you need to take NOW ...

Step 5 ... Sales with Compassion ...

“The two main pillars of great salesmanship are being competitive and compassionate.” – Steli Efti

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

11 Steps you need to take NOW ...

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

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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

11 Steps you need to take NOW ...

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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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

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

11 Steps you need to take NOW ...

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



OR



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11 Steps you need to take NOW ...

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

11 Steps you need to take NOW ...

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

“The strength of your mind determines the depth of your desperation! The weaker the mind, the deeper the desperation!” - Mehmet Murat ildan



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

11 Steps you need to take NOW ...

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

“Going into business without a business plan is like going on a mountain trek without a map or GPS support – you’ll eventually get lost and starve!”
- Kevin J. Donaldson



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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

11 Steps you need to take NOW ...

Step 11 ... Look to Invest ...

“A simple rule dictates my buying: Be fearful when others are greedy and be greedy when others are fearful.” – Warren Buffett



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

To Finish Up ...

- 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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Partner
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