



Indian Medical Association
Of New England

5 Steps to Increased Profits

Van C. Smick

ActionCOACH

Your Presenter: Van Smick

- **10 years of success in small businesses**
- **MBA from Babson**
- **20+ years of successful business leadership**
 - Excelled at 6 different careers at Digital Equipment Corp
 - Delivered dramatic 7-fold increase in awareness for Nortel
- **6 years building successful coaching business**
 - 275% ROI: Redesigned lead generation campaign
 - 130% inc profits: Menu of fixed-price packaged services
 - Increased conversion rate from 7 to 83%: scripts

May I be your coach for today?

A little bit about **ActionCOACH**

- The “World’s No.1 Business Coaching Team”
- Operating in 23 Countries with more than 1100 Coaching Offices world-wide
- Our Vision is to create “**World Abundance through business reeducation**”
- We currently coach over 15,000 businesses per year

Are you Above or Below the Line?

Ownership
Accountability
Responsibility



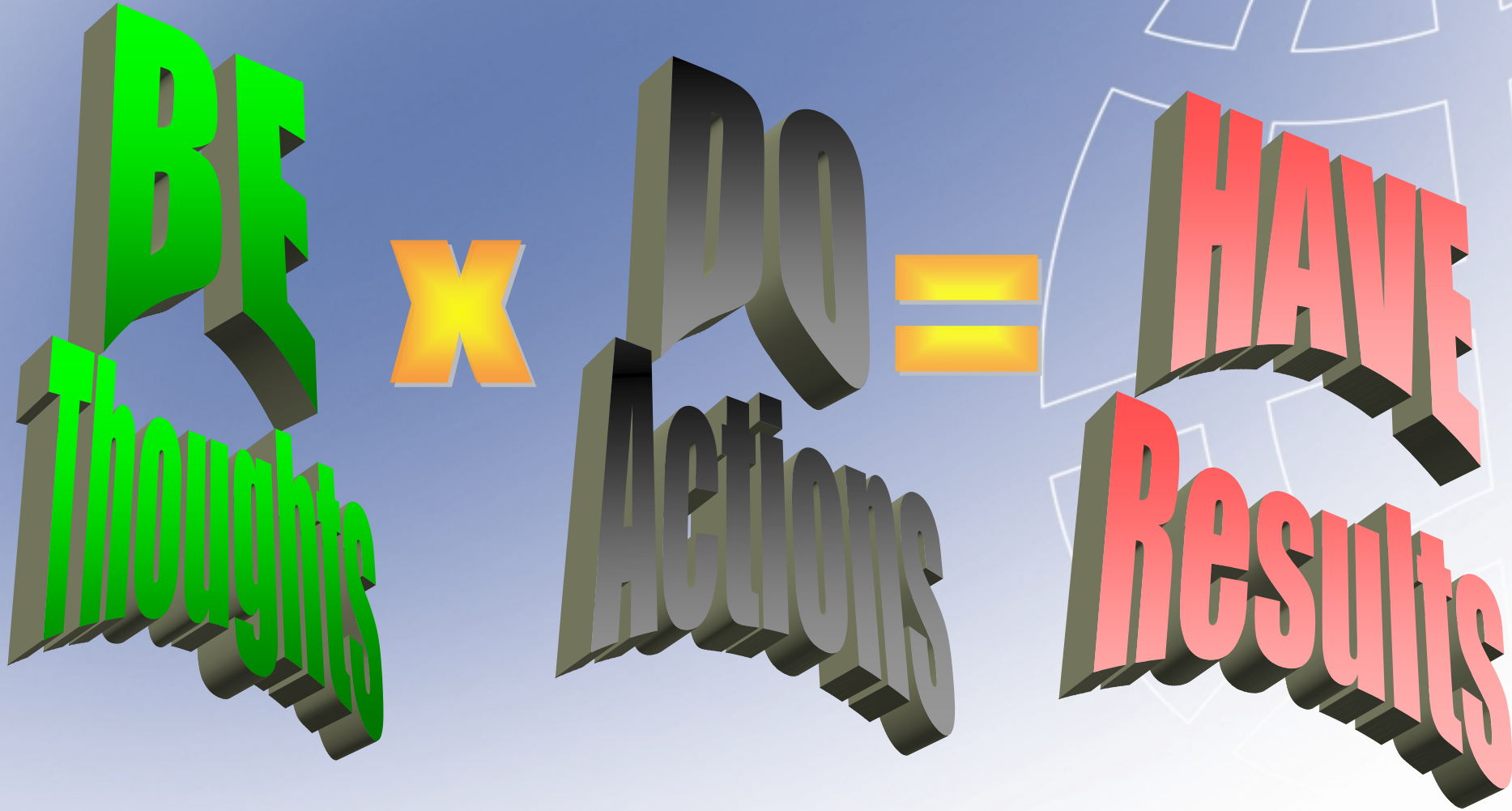
Results

Blame
Excuses
Denial



Reasons

Action's Formula for Life Abundance

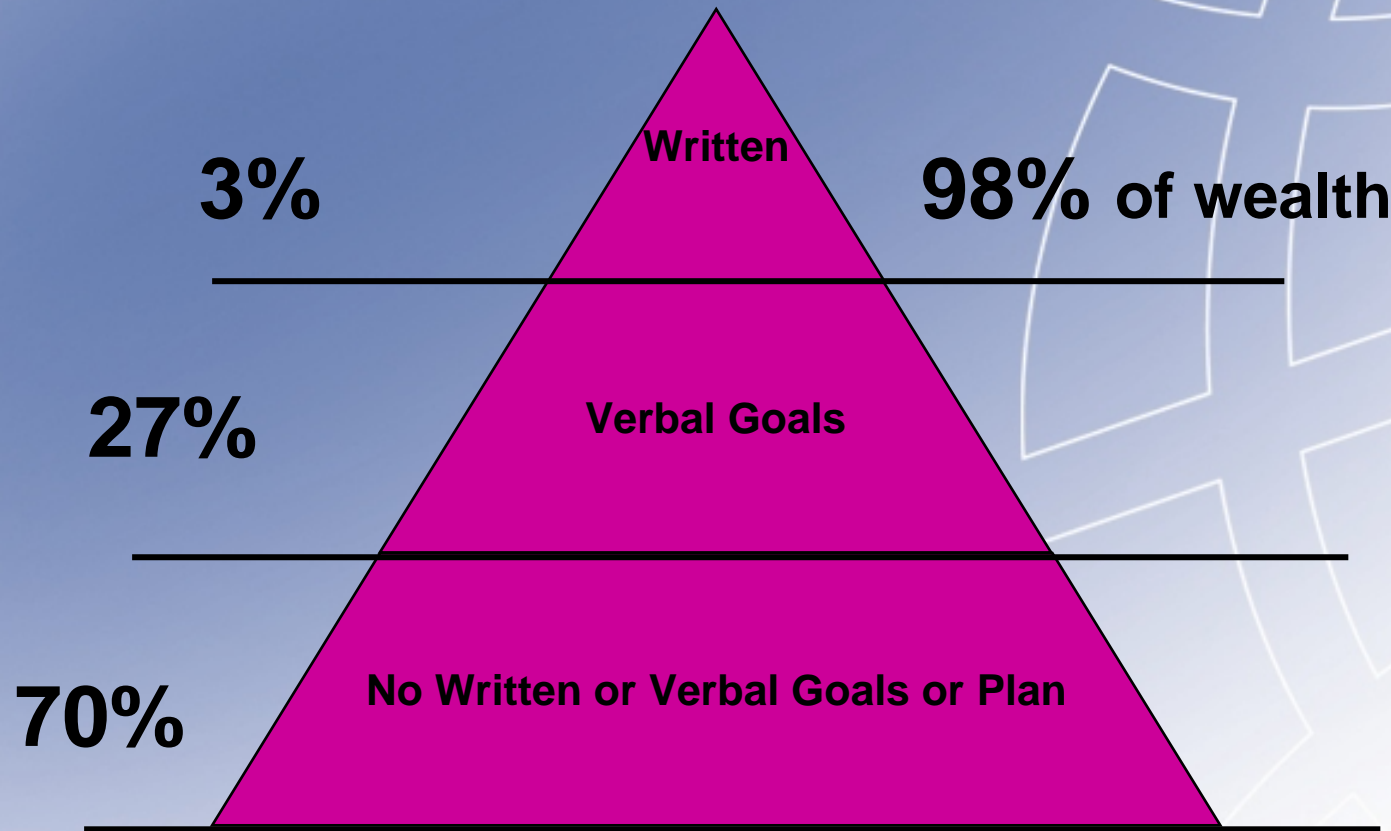


Your Reticular Activating System



*It's the
COMPASS
for your
brain*

The power of planning and written goals



Only 3% of people have written goals and plans, these people account for 98% of the wealth. Time frame 25 years.

The Five Proven Ways to Increase Your Business Profits

1. Number of Leads
x
2. Conversion Rate
=
Patients
x
3. # of Transactions
x
4. Avg. \$\$\$ Sale
=
Revenue
x
5. Profit Margins
=
\$Profit\$

The Action Profit Equation

Number of Leads	4,000
X	X
Conversion Rate	25%
=	=
Patients	<u>1,000</u>
X	X
# of Transactions	2
X	X
Avg. \$\$\$ Sale	\$100
=	=
Revenue	<u>\$200,000</u>
X	X
Profit Margins	25%
=	=
<u>\$Profit\$</u>	<u>\$50,000</u>

With a 10% increase

Number of Leads	4,000	4,400
X	X	X
Conversion Rate	25%	27.5%
=	=	=
Patients	<u>1,000</u>	<u>1,210</u>
X	X	X
# of Transactions	2	2.2
X	X	X
Avg. \$\$\$ Sale	\$100	\$110
=	=	=
Revenue	<u>\$200,000</u>	<u>\$292,820</u>
X	X	X
Profit Margins	25%	27.5%
=	=	=
<u>\$Profit\$</u>	<u>\$50,000</u>	<u>\$80,526</u>

**That's a 46% increase in
your revenues**

**And, a massive
61% increase
in your profits**

Figure this out

- Think back to your profits over the last 12 months.
- Now, work out what a 50% increase in your profits would be in actual dollars.
- List the top 3 things you would do with the extra money

Figure this out

- Think back to your profits over the last 12 months.
- Now, work out what a 50% increase in your profits would be in actual dollars.
- List the top 3 things you would do with the extra money
- Consider this idea ...

Quoting Warren Buffett



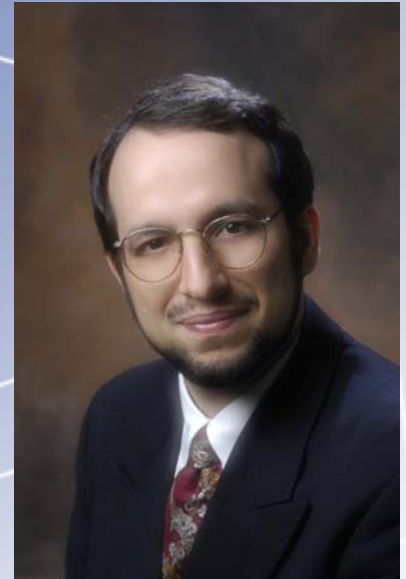
“It is not necessary to do extraordinary things to get extraordinary results.”

- World famous investor
- World's 2nd wealthiest man
- \$48 billion net worth

One client speaks

Robert Plotkin, Patent attorney

- Lead gen – strategic alliances
- Conversion – Fixed price packages
- # trans – Reminder & international filing
- Avg \$ – Menu of services with add-ons
- Profit Margin – Increased rates 8-15%,
Eliminate bookkeeping



**Net up 130% '06,
+28% in '07 PT**

Another client speaks

Sanjay Tikku, DTA Inc.

- Reduced hrs worked IN business from 60+ to 25
- Can now vacation without calls from office
- Most tasks are systemized
- Revenue increased by 50%
- Company positioned to leap to the next level over the next 3-5 years.
- “I couldn’t have achieved the growth and the positioning of the company without Van.
- **The ROI from hiring ActionCOACH has been over 500% for me in just the first phase of growth!”**



For fun, let's look at 100%

Number of Leads	4,000	8,000
X	X	X
Conversion Rate	25%	50%
=	=	=
Patents	<u>1,000</u>	<u>4,000</u>
X	X	X
# of Transactions	2	4
X	X	X
Avg. \$\$\$ Sale	\$100	\$200
=	=	=
Revenue	<u>\$200,000</u>	<u>\$3.2 million</u>
X	X	X
Profit Margins	25%	50%
=	=	=
<u>\$Profit\$</u>	<u>\$50,000</u>	<u>\$1.6 million</u>

Now it's time for you to

**Get Into
ACTION**

www.VanSmick.com