



Advance Coaching & Consulting Pty Ltd

“ taking your business to the next level ”



Advance Coaching & Consulting Solutions

Advance Coaching and Consulting Pty Ltd (ACC) is a Management Consultancy organisation with affiliates in South East Asia and Greater China. We take organizations and individuals to the next level through our proven methodologies and the respective experience of our management team throughout Asia Pacific. We provide you insight from your customers to implement change, leading to growth in revenue and profitability.

ACC's Six Key Management Consultation services are:

1. Market Development
2. Sales Channel Optimization
3. Total Customer Experience Management (TCEM)
4. Skill Coaching & Training
5. CEO & Board Business Mentoring
6. Interim Management

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Advance Coaching & Consulting’s Methodology

Whatever service you engage us on, we will use We take your organization to the next level, by differentiating your business. Through our proven methodologies and Health-Check survey analysis. Our findings will provide you insight from your customers to implement, leading to growth in revenue and profitability.



The findings are tabulated into a report, with



recommendations that are tailored by our experienced consultants for your specific market environment.

Implementation of these findings is essential in achieving a result and realizing your goals. Our consultants can personally effect these tailored recommendation for you, or we can coach you to put into operation this stage

of your company growth.

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Market Development

ACC has four Market development services to assist you achieve your objectives, these are:

1. Enter/Exit markets
2. Channel Evaluation
3. Channel Development
4. Strategic partner introductions across Asia Pacific



In today's competitive market, your customers must be able to find your products and services easier than your competitor's. The question is, are you missing business? ACC's "Market Health Check" and our 4R's market optimization methodology, Re-engage, Rejuvenate, Restore and Review, allows us to present you with a true analysis of your current situation and the recommendations to developing your market to full potential. Our extensive network across Asia Pacific. Whether you are seeking a new market or develop a growing market. We can assist you from our representation solutions to assisting you in forging strategic partnerships and Joint Ventures. We will provide you are all the best options to implement your strategy.

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Sales & Channel Optimization solution

We engage you and your customer to complete a “Health Check Survey” to establish your current status and any barriers you may be experiencing for the following key elements in SCO:

- Your Market-Share status
- Your Sales strategy
- Your Customer Relationships status
- Your Customer’s experience



Our solutions will help you to:

1. Increase your market share
2. Develop an effective Sales Strategy
3. Growing profit through Relationship Selling

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Total Customer Experience Management (TCEM)

Our Total Customer Experience Management solution follows the ACC methodology across other services. Our G-CEM certified executives will conduct the initial meetings to analyse your CEM needs and objectives on the key components of the CEM framework and how best to analyse the data in the organization to achieve your CEM objectives.

ACC has entered into an exclusive partnership to offer the full range of Customer Experience Management research tools by TCELab in Asia Pacific. Using the TCELab best-in-class customer, employee and partner satisfaction research tools, combining subjective data from customer surveys with your existing objective big data from your systems, we create predictive analytics that correlate customer loyalty and sustained revenue growth.



“Think of the CRD as your annual/monthly/weekly customer survey.” We then provide you a report and recommendations from our analysis on your CEM status. ACC then with their certified G-CEM executives will guide you through the implementation process of the recommendations.

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Skills Coaching & Training

Our Coaching division provides onsite skill coaching training for organizations, with the objective of enhancing the “Total Customer Experience”. The training focuses on:

- Effective Customer Service
- Solution Selling Skills
- Key Relationship Management



Through our Health-Check findings we provide you a gap analysis on the current skill levels against your objectives and industry standards. The training courses can then be customised to your requirement. Through our Health-Check we look at the above, from our findings we provide you a gap analysis on the current skill levels against your objectives and industry standards. The training courses can then be customised to your requirement increasing productivity and reducing costs.

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CEO & Board Business Mentoring

A Business Mentor is someone who can act as a sounding board for ideas and strategy. Sharing their experience of life and business, their skills and knowledge with the client. Having a Business Mentor can help you to focus, to look at your business from a different perspective. This is essential to identify strategies and opportunities for improvement and growth. The Business Mentor helps you to solve business problems, which improves business performance, and the Business



Mentor facilitates your personal development using their skills. At ACC Business Mentoring goes further than traditional coaching. Whereas coaching is goal-oriented and has a motivational bias, Business Mentoring is far more reaching, and has much greater depth in supporting and developing the individual within their business environment. A properly devised Business Mentoring program is a proven approach to improving overall business performance.

One aspect of our methodologies encompasses a balanced scorecard approach.

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Interim Management

In today's dynamic Asia Pacific marketplace, change is inevitable. Business continuity and remaining competitive are key success factors when you lose key staff. ACC's Strategic and Interim Management solutions are focused on sustaining and enhancing your business during your expansion or changing market conditions. Our experienced management team will examine



your situation and provide you with the best solution. In many cases they are embedded into the organisation as an active team member. We can also assist you remotely, either way you will be able to access experienced expertise management executives as an extension to your management team. We can provide, mentoring, coaching, to the management team and fill roles in the following:

Senior Executive roles CXO, Sales and Marketing Management, Human Resources and Recruitment, Presenting to your Board, investors, and other stakeholders, Establishing and implementing a scalable process and methodology. We have completed interim assignments that range from 1 month-15 months. Our goal is to take your business to the next level.

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