

## Business planning, balanced scorecard and business coaching...all in one!

Includes an interactive video coach and powerful software that helps you prepare ongoing one page business plans and scorecards. Comes complete with an experienced video coach that gives you advice, a step by step guide and even congratulates you when you perform well. Includes business planning templates and balanced scorecard pre drafted formats and more.

### Key Features

- Easy to use, setup and get started.
- Includes practical coaching tips tools and techniques to build your business.
- Includes business planning and core balanced scorecards.
- Includes advice on marketing, sales improvement, systems, employee and much more.
- Reports that export to Microsoft PowerPoint and Excel.

*"This is easily the most innovative and helpful business resource that I have been involved with over the last 5 years... As a self help tool there is nothing better." Peter Hickey, bestselling author, original founder of MAUS and entrepreneur.*

### Key Tools

- One page business plan
- Balanced Scorecard
- Sales improvement strategies
- Goal setting
- Employee Motivation

### Key Outcomes

- Improve Sales
- Improve Profit
- Improve Employee Motivation
- Improve Customer Satisfaction
- Increase community awareness
- Helps you to focus on your priorities
- Helps you to manage your staff

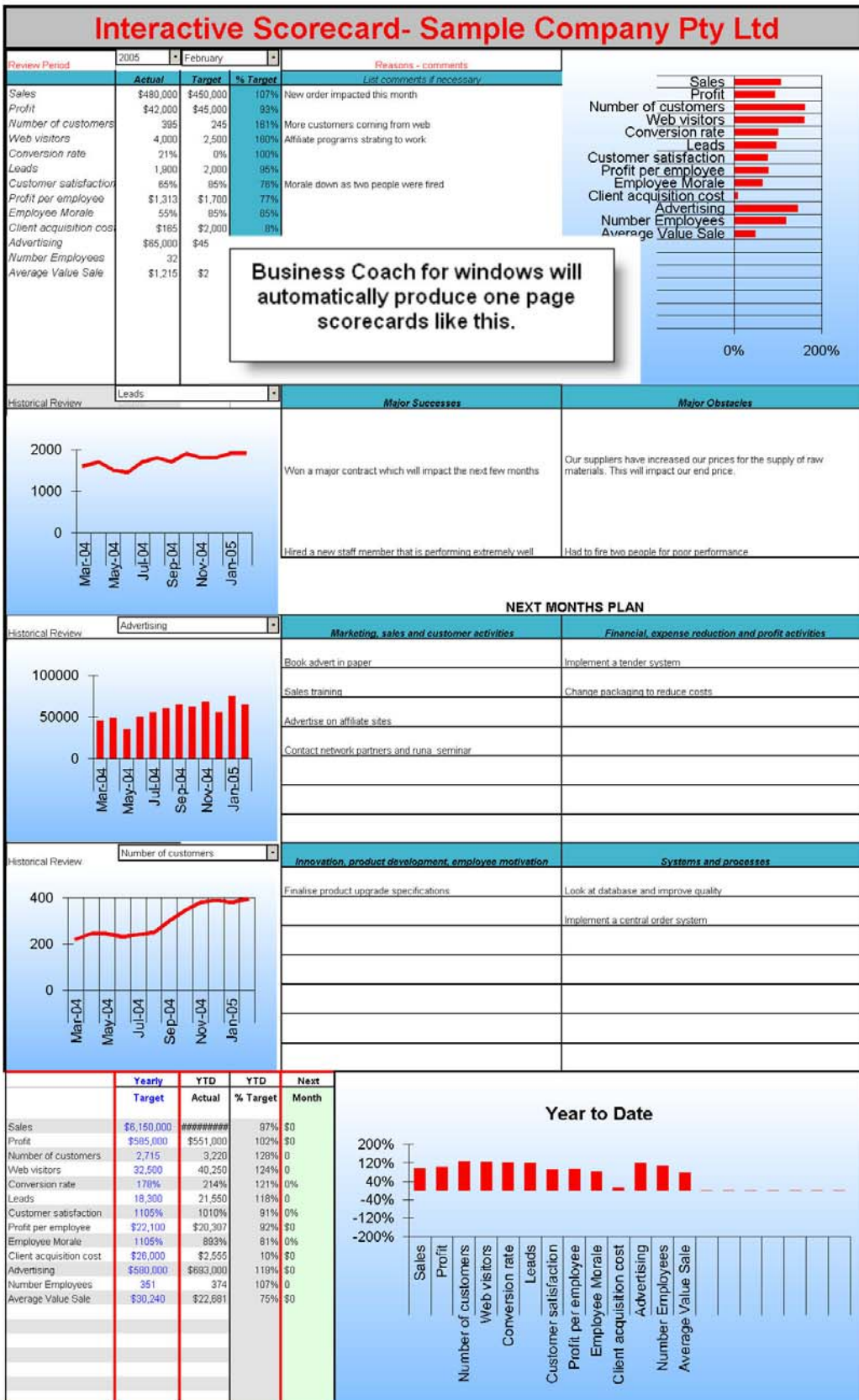
Business Coach is a clever piece of software that will congratulate you when you do well and encourage you when you are not doing well. Business Coach will help you to prepare your business plans, implement systems and provide you with a range of tools, resources and ideas to get started. You will have instant access to the latest business ideas and systems.

Business Coach will summarise your day to day activities and provide you with concise reports and advise on what to do. Everything is handled by the sophisticated software engine that has been developed over years of research and consulting experience with businesses. Takes less than 5 minutes to get started.

Business Coach will analyse your performance and provide you with advice that is unique for your business. It remembers how you performed in previous months and supplies you with scorecards so that you can record your company performance.

Includes a one page business plan and marketing scorecard, complete with interactive video advice. Enter your company details and the "real time" video coach will each month give you marketing, competitive, employee and general advice.

Business Coach will help you to easily produce one page scorecards for your business. These scorecards will help you to keep focused on where you are going.



This powerful program will help you to keep track of your FINANCIAL and NON FINANCIAL statistics.

Your accounting program will always keep a track of your sales and profits, but what about the other key areas that will ensure that you have a successful business in the future.

Are your employees happy? Are your staff happy? What is your conversion rate? How many leads did you acquire last month? How many people visited your website? What was the average cost per lead? How many new ideas, new products or new processes did you introduce?

Most businesses have a business plan that they update once per year. Business Coach provides a methodology to produce a simple rolling dynamic business plan that you update each month.

Create scorecards every month and keep track of your business. Investors, your bank and even your employees will be impressed. This added focus means that you will instantly know what happened in the past and better be able to plan for the future. Use the drop down menu to automatically bring in the data for a selected month.

Review Period	2005	February
Sales	Actual	February
Profit	\$480,000	March
Number of customers	\$42,000	April
Web visitors	395	May
	4,000	June

January Scorecard



February Scorecard



March Scorecard



April Scorecard



May Scorecard



June Scorecard



Business Coach will also help you to prepare your Business Planning documentation by providing you with a brilliantly presented Business Planning template which you can easily customize for your business to create a professional looking business plan.



1



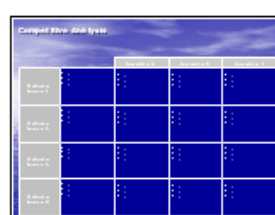
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3



4



But unlike any other software program on the market, Business Coach has an inbuilt video coach that will help to step you through the processes.

Click on the screen and the video coach will appear and tell you what you should be doing in this section. For instance in the screenshot below we clicked on the "MAJOR SUCCESS" area. The video coach then appears and provides some tips of the sort of successes that you could document in this area.

Review Period	2005	February	Reasons - comments	
	Actual	Target	% Target	
Sales	\$480,000	\$450,000	107%	New order impacted this month
Profit	\$50,000	\$45,000	111%	
Number of customers	210	245	86%	More customers coming from web
Web visitors	4,000	2,500	160%	Affiliate programs strating to work
Conversion rate	21%	0%	100%	
Leads	1,900	2,000	95%	
Customer satisfaction	65%	85%	76%	Morale down as two people were fired
Profit per employee	\$1,313	\$1,700	77%	
Employee Morale	55%	85%	65%	
Client acquisition cost	\$165	\$2,000	8%	
Advertising	\$65,000	\$45,000	144%	
Number Employees	32	27	119%	
Average Value Sale	\$1,215	\$2,500	49%	

When you enter any of the modules the video coach will appear and explain what you need to do in this particular section. The video coach will also congratulate you when you do well and encourage you when you are below forecast.

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BusinessCoach

What area do you need help...

Below our forecast!

Playing: 225 K bits/second (vari... 00:02

at any stage you can turn the coach off



or access any of the videos from the resource library



But Business Coach will also help you to produce reports and analyse any area of your business. The reports can then be automatically exported to Microsoft PowerPoint and Microsoft Excel.

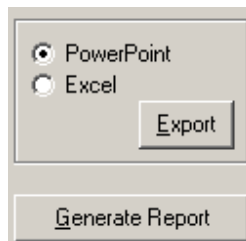
The screenshot shows the BusinessCoach application window. The title bar reads "BusinessCoach : C:\Documents and Settings\Administrator\Desktop\development\Programs\The interactive coach\spreadsheets\Sample.rat". The menu bar includes File, Edit, View, Format, Tools, and Help. The toolbar contains icons for Data, Setup, Report, and Bulk. The configuration panel on the left includes:

- Report Type: Actual+Budget
- Graphs: Include Graphs
- Start Period: Jan-04
- End Period: Feb-05
- KPI: Select All, Sales, Profit, Number of custom, Web visitors, Conversion rate, Leads
- Line Graph, Bar Graph, Area Graph, Default Graph, Custom
- PowerPoint, Excel
- Export button
- Generate Report button

The main report area displays two tables and two line graphs. The first table is titled "Sales" and the second is "Number of customers". Both tables compare actual performance against budget over a 14-month period from Jan-04 to Feb-05. The "Sales" table shows values ranging from \$350,000 to \$520,000, with variance percentages between 67% and 111%. The "Number of customers" table shows values ranging from 150 to 390, with variance percentages between 104% and 163%.

Below the tables are two line graphs. The left graph is titled "Sales" and plots Actual (red line) and Budget (green line) values from Jan-04 to Feb-05. The right graph is titled "Number of customers" and plots Actual (red line) and Budget (green line) values over the same period. Both graphs show fluctuations in actual performance relative to the budget.

Click the EXPORT button and the above report will automatically be exported to Microsoft PowerPoint



- 1 Business Overview  
Period Jan-04-Feb-05
- 2 'Sales'  
Review of 'Sales' for the period Jan-04-Feb-05  
Total achieved: \$6,425,000  
% of Target: 97%
- 3 'Number of Customers'  
Review of Number of customers for the period Jan-04-Feb-05  
Total achieved: 3366  
% of Target: 136%

# 'Sales'

- Review of 'Sales' for the period 'Jan-04-Feb-05'
- Total achieved : \$6,425,000
- % of Target : 97%

Month	Actual	Budget
Jan-04	\$450,000	\$450,000
Feb-04	\$420,000	\$450,000
Mar-04	\$350,000	\$450,000
Apr-04	\$410,000	\$450,000
May-04	\$450,000	\$450,000
Jun-04	\$460,000	\$480,000
Jul-04	\$445,000	\$470,000
Aug-04	\$500,000	\$450,000
Sep-04	\$490,000	\$490,000
Oct-04	\$520,000	\$490,000
Nov-04	\$500,000	\$500,000
Dec-04	\$450,000	\$520,000
Jan-05	\$6,425,000	\$520,000
Feb-05	\$6,425,000	\$520,000

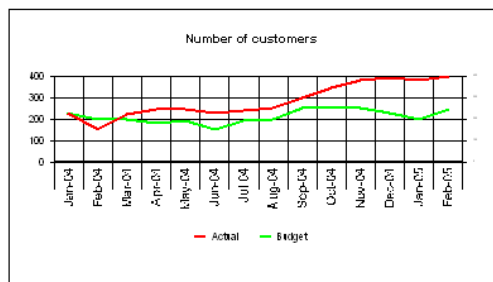
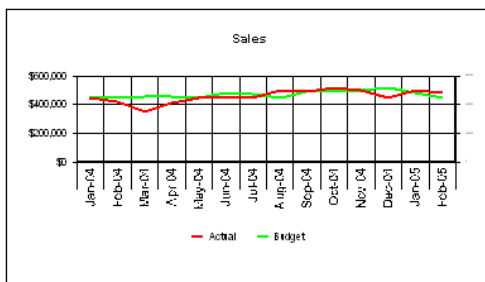
or Microsoft Excel

## Report

Sales	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	
Actual	\$450,000	\$420,000	\$350,000	\$410,000	\$450,000	\$460,000	\$445,000	\$500,000	\$490,000	\$520,000	\$500,000	\$450,000	\$5
Budget	\$450,000	\$450,000	\$460,000	\$460,000	\$450,000	\$480,000	\$470,000	\$450,000	\$490,000	\$490,000	\$500,000	\$520,000	\$4
Variance	100%	93%	76%	89%	100%	96%	95%	111%	100%	106%	100%	87%	

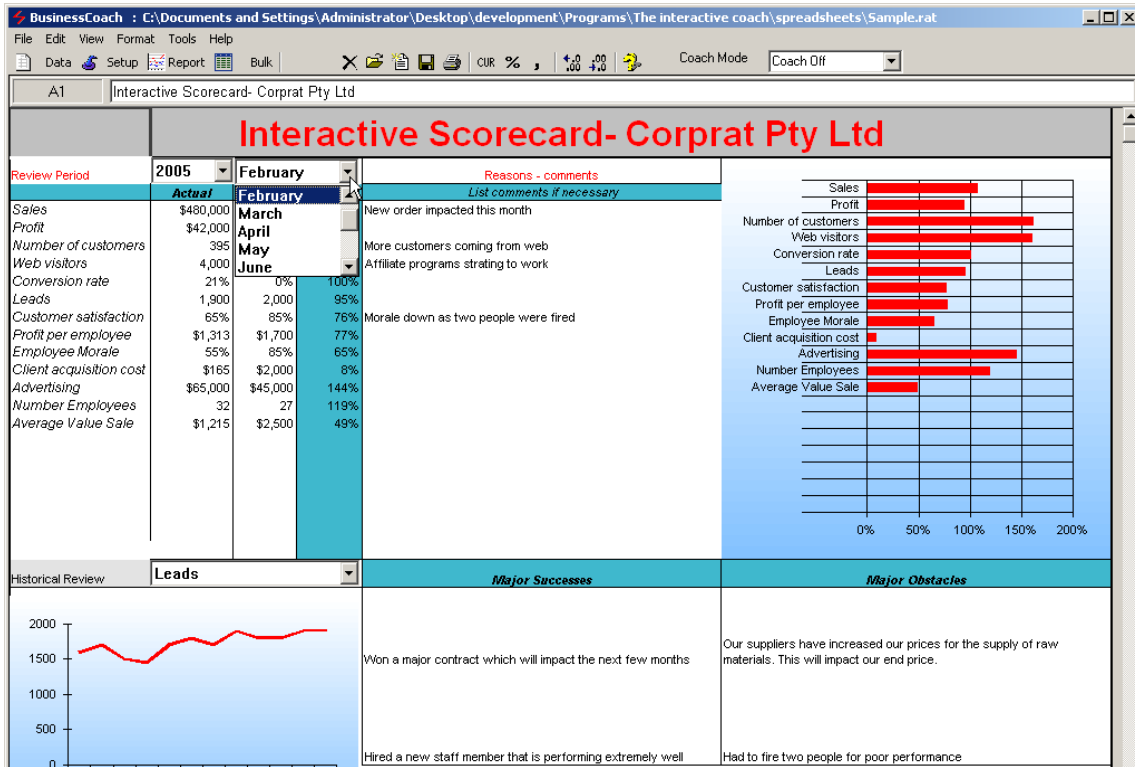
  

Number of customers	Jan-04	Feb-04	Mar-04	Apr-04	May-04	Jun-04	Jul-04	Aug-04	Sep-04	Oct-04	Nov-04	Dec-04	
Actual	225	150	220	245	245	230	240	250	300	345	380	390	
Budget	225	200	200	180	190	150	190	200	250	255	250	225	
Variance	100%	75%	110%	136%	129%	153%	126%	125%	120%	135%	152%	173%	





The Scorecard is based on a methodology that helps you to focus on the big picture as well as what is happening right now. The top half of the scorecard refers to what happened last month.

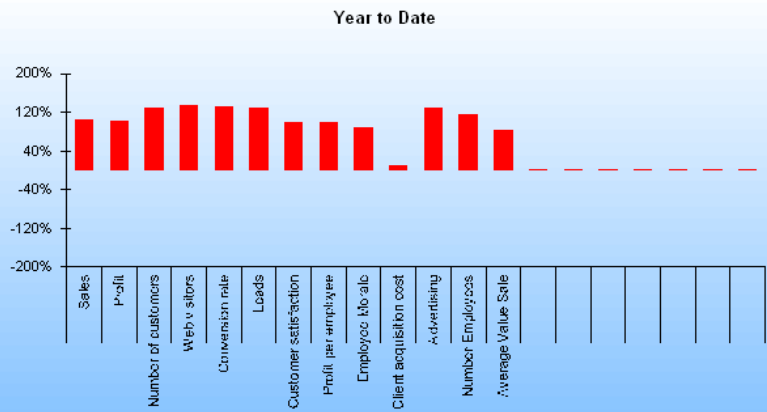


The middle part of the scorecard focuses on getting you to plan what you intend to do. Based loosely on Kaplan and Norton's Balanced Scorecard theory, the planning attempts to get you to focus on your financials, your customer and marketing strategies, your internal systems and process and the types of things that you will need to do to keep your business profitable into the future.



Then the final element of the scorecard is to show where you are now in relation to your overall yearly projections and to remind you of what next months budget should be.

Financial Year	Yearly	YTD	YTD	Next
Jan-04 to Dec-04	Target	Actual	% Target	Month
Sales	\$5,670,000	\$5,945,000	105%	\$0
Profit	\$540,000	\$551,000	102%	\$0
Number of customers	2,515	3,220	128%	0
Web visitors	30,000	40,250	134%	0
Conversion rate	164%	214%	131%	0%
Leads	16,900	21,550	128%	0
Customer satisfaction	1020%	1010%	99%	0%
Profit per employee	\$20,400	\$20,307	100%	\$0
Employee Morale	1020%	893%	88%	0%
Client acquisition cost	\$24,000	\$2,555	11%	\$0
Advertising	\$535,000	\$693,000	130%	\$0
Number Employees	324	374	115%	0
Average Value Sale	\$27,840	\$22,681	81%	\$0



# 14 Day "Risk Free" Trial

Contact Mr/Mrs/Ms \_\_\_\_\_

Company \_\_\_\_\_ Employees \_\_\_\_\_

Address \_\_\_\_\_

Suburb \_\_\_\_\_ State/Province \_\_\_\_\_

Postcode \_\_\_\_\_ Country \_\_\_\_\_

Phone ( ) \_\_\_\_\_ Fax ( ) \_\_\_\_\_

Email \_\_\_\_\_ How did you hear about us? \_\_\_\_\_

Payment Cheque  Credit Card  Direct Deposit

Credit Numbers \_\_\_\_\_

Signature \_\_\_\_\_ Expiry \_\_\_\_\_

Note \$10 deliver charge (Rates vary for international or purchase electronic version)

Purchase any of our software and you can return in 14 days for a full money back guarantee on the cost of the purchase price you paid for the software.

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