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FOR IMMEDIATE RELEASE

Clients of ActionCOACH of Wisconsin See Huge Gains

Data shows clients continued to grow in revenue and profits during 2020 pandemic

MADISON, WI – Working together throughout the COVID-19 crisis, ActionCOACH of Wisconsin coached client businesses to grow revenue 18% and profit 66% in 2020.

This is testament to clients not panicking and choosing to take action quickly and decisively with the guidance of their coaches. As a result, ActionCOACH of Wisconsin's clients have enjoyed positive returns financially and have avoided the emotional turmoil that so many business owners continue to face.

Some of our data shows:

- ActionCOACH clients collectively grew revenue by 18% through COVID
- ActionCOACH clients collectively grew profits by 66% through COVID
- The return on client coaching investment (ROI) for 2020 was 511%

That means that, as a group, every dollar clients invested in their coaching programs generated \$5.11 of additional profit for their businesses.

“Our job is to coach our clients toward the best possible sales outcomes and customer loyalty,” said Susan Thomson, CEO of ActionCOACH of Wisconsin. “These 2020 results speak to not only our coaching team’s commitment, leadership and results-driven methods, but to our clients’ dedication to bettering their communities by investing in their teams and their businesses.”

About ActionCOACH of Wisconsin

ActionCOACH is the world’s number one business and executive coaching firm, with more than 1200 offices in 87+ countries. ActionCOACH of Wisconsin has been recognized locally by *In Business Magazine’s* Executive Choice Management Training WINNER 2014 - 2020; has all of their coaching team members in the Global Top 25; and is a Global Top 10 performing firm.

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