

## Our Guarantee

Resurg knows the travel business, if we do not improve your business efficiency, growth, or profitability we will happily refund your coaching fees.

## What our coaching clients say about us

*"What would cause a manager to seek the advice of a business coach? A manager who has taken over and wishes to excel beyond the boundaries previously set for her! With the relationship I have built with my personal business coach, I have noticed a marked improvement in my own approach to my business, which is, in turn, positively affecting my staff.*

*Whilst staff have their managers to rely upon and support them, managers must carry the weight on their own. Not so when I hired Resurg Group. My Resurg Coach has helped to guide me in making empowering choices for myself and my business. Key questions are asked in order to give me the opportunity to think more clearly about issues such as the direction we are heading in, as well as appropriate and compassionate courses of action in difficult circumstances.*

*I am grateful to Resurg Group and the business coach programme, for it keeps me focused on my goals on the road to success.*

Jaqui Preketes,  
Touchdown Tours

For more information please call Resurg Coach on (02) 9319 0522

**Imagine if you could improve the net profit of your business by 20% in the next 12 weeks. How much more confident would you feel?**

## Resurg Group - Travel Specialists

The Resurg Group is the leading benchmarking & profit improvement specialist in Australia & has been benchmarking the Australian Travel Industry for 14 years, working with over 3500 small business owners.

## Our Approach

**Review:** Analyse & understand

**Learn:** Work with the business owner to educate & create the "How To", so they drive the change

**Improve:** Execute the "How To" & implement the change. Measure against benchmark data.

## Resurg Coach

The Resurg Coach is there to assist you, the business owner, to improve your business performance & achieve your goals. We can assist with.

- Creating focus on your short & long term goals
- Leading your people to create a culture of accountability for every transaction within your business
- Putting the right financial controls in place to ensure costs are line with demand to effectively manage cash flow
- Ensure you have the right sales & marketing strategy to meet the demands of your customer

- Managing your sales systems to ensure your selling staff are operating efficiently
- Leveraging your systems & controls so you can create an exit strategy based on the business – not you

## Our Methodology

Follow our processes & you are guaranteed to improve your business profitability.

- Full day health check of your business utilising benchmarked data
- 2 one on one meetings per month and weekly business tele-conference to keep you on track toward your business goals
- On-line management of the key drivers within your business.
- Access to unique Resurg industry data to measure performance
- On-call support of your Resurg Coach at any time
- Access to Resurg Training Tools & Sales Library

***If you feel confident with how your business is performing, yet you need some guidance on how to take it to the next level, then the Resurg Coach is for you.***

# Review. Learn. Improve.