

Case Study

Moshe Hadari Case Study



“Revenues are up 50% and profits by 30%, thanks to ActionCOACH”

Moshe Hadari runs a property investment business as well as a number of other business ventures. He provides a ‘one stop shop’ for individuals who want to make profits from property investments. He finds properties for “armchair investors” and helps put all the required financing into place, manages the purchase and subsequent renovation works and then lets the property to tenants. So his clients have minimal fuss and maximum on going profits. However with his numerous other business interests he found he struggled to maintain focus and maximise his potential.

So when he came across a business coach from ActionCOACH he thought “I can see the value I can get from working with her.” Moshe was familiar with coaching as he has a friend who runs a coaching firm. But his friend is based abroad and Moshe liked the fact that ActionCOACH could provide a similar service on his doorstep. So they started to meet regularly at Moshe’s office.

One of the first areas they worked on was creating a structured marketing plan for the property investment company. Before coaching Moshe’s marketing “Was haphazard, not specific or targeted. We just flew by the seat of our pants!” Initially they did some work on his messaging. This involved clarifying his proposition and unique selling point. They then created a detailed plan involving methods such as email, telemarketing and direct mail. Importantly his coach ensured it was all measured and tracked. Now Moshe “Knows what works. We’ve tried different things and tested and measured. For example we know the importance of good follow up telemarketing after doing mail shots.”

They have also developed a way to grade customers so they make sure they can profile and target the best ones for new business. “We have an A, B and C grade of client. So we can target our marketing at the best possible prospects.” When this is coupled with an effective marketing communications plan they know how they can maximise their efforts and resources.

The marketing has just been one area where coaching has helped Moshe to create a clear process and system. This is a vital element of running a successful business and one of the key ActionCOACH approaches. They have also worked together on developing other processes and, vitally, making sure they are documented. As Moshe said “I’ve been in business for 25 years and always just worked instinctively. My coach encouraged me to spend time thinking about what I do and writing it down. So I’ve now got the processes out of my head and onto paper.”

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The documentation of his processes have led to a number of key improvements. For example Moshe has used them to develop presentations for seminars to prospective clients. Therefore, using his knowledge and expertise as a marketing tool. Plus it has made the business more scalable as other people can follow the processes and get the same results for clients. This has put Moshe in a good position “We’re looking to grow this year and employ another person. We now have the documents in place to do this easily.”

The biggest benefit Moshe has found from coaching is “helping me to focus and holding me accountable.” For example whenever they discuss objectives and plans his coach makes sure they lead to clear actions. This enables Moshe to prioritise and “makes sure I have a good short term focus.” This ability to focus better has also been applied to directing his efforts on the areas and clients which generate the most profit.

They have also worked together on time management and his coach has introduced him to a number of ActionCOACH techniques and methods. However, Moshe admits he as a way to go yet “I’m not as organised or structured as my coach would like me to be. But it’s an evolution that will take time.” This evolution is also being driven by Moshe making sure he is constantly educating himself and learning new things. This supports the ActionCOACH belief that to be a better business person you need to develop yourself personally. So he reads a great number of books and enjoys going to seminars such as the GrowthCLUBs run by his coach. At these events he gets the chance to meet other business owners and share ideas. However he also finds that “Just taking the time out of the office is worthwhile in itself. Plus you get lots of new ideas. I’ve also gained new clients from them!”

Although Moshe still believes there are a number of further improvements that can be made he has already seen tremendous growth due to coaching. His revenues have increased by 50% and his improved systems and focus have helped drive a 30% rise in profits. “I would definitely recommend business coaching to anyone who wants to improve and grow. It’s proven to be very worthwhile for me.”

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