



BNI Overview

My Vivid Vision (as of Jan 2022). It's New Year 2024/25, and I'm proud I've passed a few significant milestones:

- I have achieved annual revenues of over \$2,000,000 with 80% of the revenue 'passive' and roughly equally split between Coaching and the Sales Academy.
- I have maintained my relationship with the Prince's Trust offering business mentoring to Veterans.
- I have launched our Foundation to help Veterans.
- My wife and I have started building our real estate holding business with our sons called XL Family Holdings.
- I'm incredibly proud that I've lived my values every day, and that I've made a difference in the lives of thousands of entrepreneurs and owners through the products I sell and the initiatives I've started.

My Purpose is to contribute to the personal and financial well being of any person who wishes to benefit from what I offer, and I commit to myself and them I shall always be ethical, open, honest and sincere in what and how I fulfill this purpose.

My Why. To be able to retire to spend quality time with my children, grandchildren, family and friends and to be able to travel and golf and give back!

6 Most Important Things To Know About **Wayne Fredin**



1

Army Officer

25 total years Regular and Reserve service. In final role before retiring, I led the Army Communications Reservists in BC from 2006-2011. **On a part time basis averaged over 100 total days per year while doing #2 an #3 below.** Supported by a full-time team of 25 and responsible for over 250 soldiers in 3 Units in Victoria, Vancouver and Nanaimo and an annual budget of over \$2.5M. **Met and exceeded all objectives 5 years in a row.**

2

Business Turn-Around Executive

As GM of a newly acquired \$10M public company that had consistently lost money for years, I turned a **net profit of almost \$500,000 in the 1st year** without any layoffs. Accomplished this by implementing a 90 day Break Even plan, focusing on international sales and marketing channels and streamlining manufacturing and logistics.

3

Sales Executive

In 2007 I became first VP Sales of a post IPO TSX public company. **In first year increased revenue by 28% and gross profit by 41%.** Managed a \$3M sales budget, grew sales team from 7 to 39 and implemented a Sales Management System with best practices to drive growth. In **first year** as National Sales Manager for a private company that had flat revenue for 5 years, I **grew the revenue by over 21% with an average gross margin of 35%.**

4

Business Owner

In partnership with my Dad, from 2003-2007, was the Canadian channel partner for a Houston based oil and gas software company. **Grew from 3-14 customers and doubled gross revenue every year.** Provided sales, installation and ongoing support. Implemented an Operations and Training Manual and a Current Business Plan to drive early results.

5

Executive Trainer, Author, Publisher

In 2015 wrote and self-published **Sales Leadership: Distinctions With a Difference.** With 40+ years of experience as an Army Officer, a Sales Executive and a Salesman in public and private companies and having been self-employed, I share my most fundamental lessons. In 2018 I created the **Take Action Sales Academy**, an online sales and leadership website.

6

Husband, Father, Grandfather and avid Golfer!

Happily married to Maureen since 1981, father of 2 amazing sons: Eric and Keith and grandfather of 3. Voracious reader, enthusiastic golfer, wannabe global traveler and self professed workaholic.



Will you Help Me?

I have started a small business coaching practice. We all know people who own and operate their own business and I would very much appreciate your help with a few referrals. My ask is to have a short 'meeting' with you to discuss this and talk about the business owners you know.

What's in it for You?

I would like to thank you in advance for any referrals you offer. If any of your referrals become clients, I would like to make a donation in your name to a registered charity of your choice that is equal to 10% of the agreed monthly coaching fee or if you prefer will send you a gift card for the same amount. I will let you know when this happens so you can advise me where to make the donation or send the card.

My Niche

At this time, I will work with any small business owner with an emphasis on construction and trades based, small manufacturing/fabrication and distribution-based businesses and professionals in private practice. Over time and as a veteran with a combined 25 years of service in the Regular and Reserve Army in Canada, I would like to focus my coaching business on working with Veteran business owners, whether they are in Canada or the US. Many Vets are reluctant to speak about their service and often will not promote it on their business websites or on their social media platforms.

Perfect Client Profile

I am looking for **successful** business owners that I can help to achieve the vision they have for their future. Who do you know who owns a business and one or more of the following,

- Is working a tremendous number of hours (50-70 per week)?



- Employs between 5 and 50 people?
- Perhaps has mentioned that ‘I am spending a lot of money on sales and marketing?’
- Perhaps has mentioned that “Business isn’t as fun as it used to be?”
- Perhaps has mentioned that “Good help is hard to find these days?”
- Perhaps has mentioned concerns about the economy?
- Is a shareholder in a professional services firm and wants to expand?
(I.e. accountant, lawyer, doctor, consultant, insurance agent, financial planner, etc.)

Referral Process

Let me tell you about the process I will ask any referrals you offer to go through. My preference would be that you provide a ‘warm’ email introduction then I will reach out to schedule an initial 15-minute call. We will chat about their business and their current challenges or problems. We will mutually decide whether there is any value with having a more detailed follow-on complimentary Roadmap to Results session. In that 60-minute session we will explore options to overcome the issues previously identified. There is no risk and no obligation on their part to go beyond the initial 15-minute call. Depending on the timing, they may also be invited to register for an upcoming open webinar info session.

Business coaching typically costs between \$1000 and \$3000 per month with a one-time onboarding fee. I ask for a 12-month engagement, but the agreement is month to month with an exit strategy available to both parties.

I also offer a results-based guarantee. If I cannot help your referral generate enough new net profit to pay for my coaching services within four months, I will continue to coach them at no cost for up to another four months or until we meet the revenue growth. For more info feel free to visit <https://takeactionresults.com/how-coaching-works/>