



The Action Management System (AMS)

is a combination of three key components;

- (1) a Management Process (the method)
- (2) a Management Navigator (the software)
- (3) a Knowledgebase (the business information)

What do our Clients think?

"The Management Practice was able to create a unique view and perspective of the Far Pavilions business. The subsequent analysis, recommendations and implementation of the Action Management methodologies resulted in a 40% increase in sales and 240% improvement in profitability.

I strongly recommend The Management Practice to anyone or business that wants to dramatically improve their performance and bottom line. I look forward to their continual involvement in the future development and growth of our business."

Michael Edwards
Managing Director
Far Pavilions Pty Ltd



The Management Practice

133 Alexander Street
Crows Nest NSW 2065
Australia
Phone: 61-(0)2-9431 5305

www.actionmanagement.com.au
Email us for assistance at
ask@themanagementpractice.com

1. AMS Associate 2-year Licence Package

- 1.1. Licence to use the AMS Methodology for client consulting engagements.
- 1.2. Licence to resell the Internet-based AMS software to clients (with 30% commission) for continued online business improvement plus individual certification to manage AMS consulting assignments.
- 1.3. Associate AMS Training (2 days)
 - 1.4.1 Classroom training (Sydney only), OR
 - 1.4.2 Online training over the Internet
- 1.4. Materials for AMS Implementation Workshops with clients
 - 1.4.1. Business DNA Workshop Guide and Client Worksheets
 - 1.4.2. Improvement Workshop Guide and Client Worksheets
 - 1.4.3. MyActions (Job 5x5) Workshop Guide & Client Worksheets
 - 1.4.4. AMS Software User Training Guide
 - 1.4.5. Excel AMS-E Lite to deliver consulting assignments.
- 1.5. Marketing and Sales Collateral
 - 1.5.1. AMS Successful Sales Formula
 - 1.5.2. AMS Market Diagnostic and Lead Generation System
 - 1.5.3. AMS Book (additional copies discounted to \$30)
 - 1.5.4. AMS CEO Brochure
 - 1.5.5. Business DNA Brochure
 - 1.5.6. AMS Mailer
 - 1.5.7. AMS Getting Started Guide
 - 1.5.8. Internet AMS Operations Manual
 - 1.5.9. CD-ROM containing soft copy of all Intellectual Property
 - 1.5.10. AMS Internet Demonstration Access
- 1.6. One Single-user Web-based Internet AMS Licence (for demo)
- 1.7. Client licensing contracts
- 1.8. Access to AMS support personnel (subcontracted to Associates at 20% discount - \$1,200 per day)
- 1.9. Online Assistance Audit of all client AMS implementations by The Management Practice.

2. AMS Associate Contract (2-years)

An AMS Associate Licence only costs the Associate \$2,600 up-front plus \$360 per month (+ GST) or can be paid in advance for a discounted \$9,900 (+ GST). Year 3 and onwards is a flat \$950 + GST per annum in advance.

Estimated Income Value of Package (over the 2-year licence)

	Single Client Engagement (Estimate)	Typical Client Engagements (4 in yr-1: 6 in yr-2)	Active Client Engagements (6 in yr-1: 10 in yr-2)
Estimated Consulting Income per Associate over a 2-year period	\$24,000	\$240,000 Year-1 = \$96,000 Year-2 = \$144,000	\$384,000 Year-1 = \$144,000 Year-2 = \$240,000

** The above figures are estimates but are based on actual client AMS engagements over the past two years. They are conservative but do assume a mix of small and medium sized clients. Of course they are not guarantees of consulting revenues that will be generated due to the variances in consulting fees charged by some consultants and the consulting approaches that may be employed by individual consultants who use the AMS methodology.