

ActionCOACH®
BUSINESS COACHING

THE B2B FIRM & BUSINESS COACHING MARKET REPORT

Your Next Profit Line:

COACHING

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01

B2B Service Business Expansion Opportunity:

Coaching, Training, and Advisory Services

The market landscape for B2B service businesses presents a compelling opportunity to expand beyond traditional service delivery into higher-margin coaching, training, and advisory offerings. Established service providers possess unique advantages in positioning themselves as strategic partners, leveraging their accumulated knowledge, proven methodologies, and client relationships to create premium revenue streams with lower operational overhead than core service delivery.

RECURRING REVENUE

Unlike seasonal tax services, coaching creates monthly ARR.

CLIENT RETENTION

Coaching elevates the accountant from service provider to growth partner.

BUILD AUTHORITY

Stand out as the only local firm offering world-class business coaching.

LOW BARRIERS

No federal or provincial licenses are required for coaching — firms can move quickly.

The timing for this expansion is particularly favorable as organizations increasingly seek specialized guidance to navigate digital transformation and competitive pressures. B2B service companies that transition into advisory roles can achieve improved client retention, diversified revenue sources, and enhanced market positioning as thought leaders. The advisory model also creates opportunities for recurring revenue through retainer agreements, building more predictable and scalable business models than traditional fee-for-service arrangements.



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02

Growth Drivers

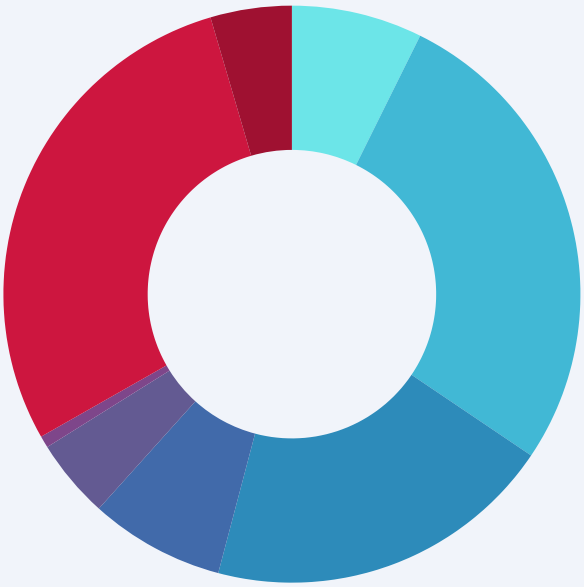
Coaching as a Recurring Revenue Engine

Canadian accountants, marketing agencies, and other B2B firms are already positioned as trusted advisors. In fact, consulting and advisory services contribute over $3.0 billion annually to the accounting sector, showing that clients are willing to pay for insight and guidance beyond compliance.

Accounting Services in Canada

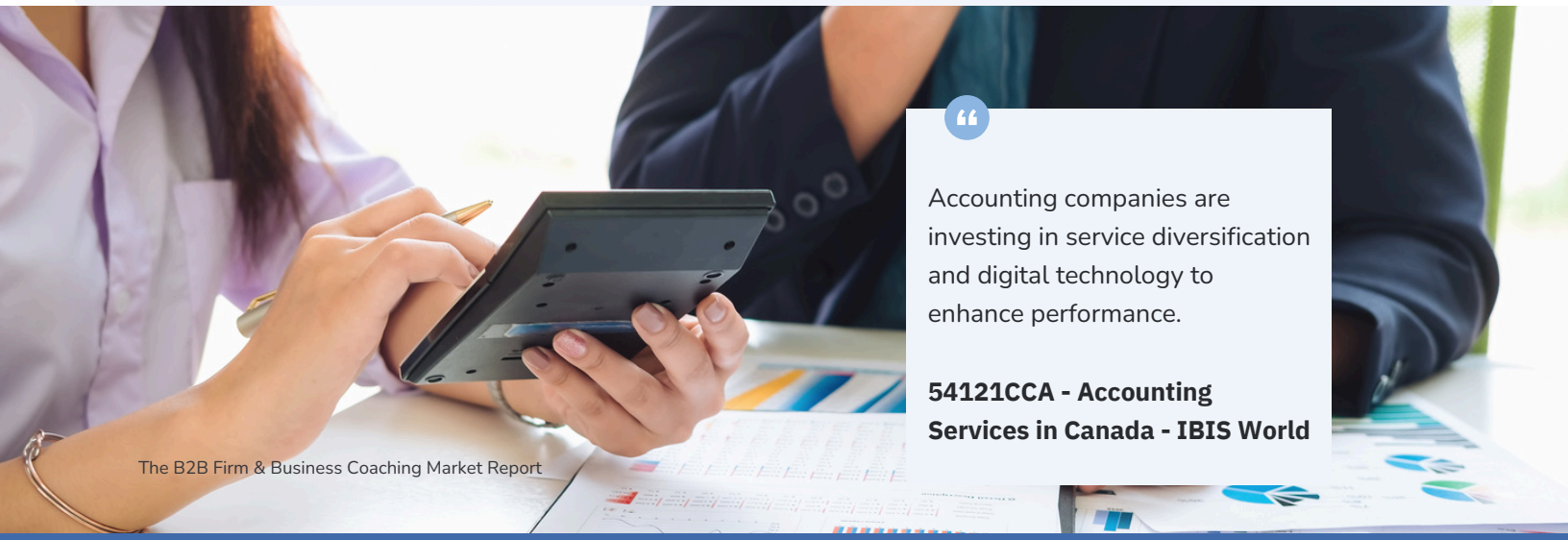
Products & Services Segmentation

Industry revenue in 2025 broken down by key product and service lines.



- Consulting Services ($3.0bn)
- General accounting services ($4.5bn)
- Corporate Tax Prep Services ($3.2bn)
- Individual Tax Prep Services ($1.2bn)
- Tax planning and Consulting Services ($731.8m)
- Insolvency and Receivership Services ($100.8m)
- Auditing and Other Assurance Services ($4.7bn)
- Other Services ($750.1m)

Source: IBISWorld



> Accounting companies are investing in service diversification and digital technology to enhance performance.
>
> **54121CCA - Accounting Services in Canada - IBIS World**

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The Financial Model

03

What Just a Handful of Coaching Clients Means for Your Firm

You don't need hundreds of clients to see big results. Business coaching sets your firm apart from day one — and with an average 1:1 Coaching fee of $2,395/month per client, just a handful of coaching engagements can generate six-figure annual revenue. This is just one of the proven ActionCOACH services available to leverage — from group coaching to strategic planning days — providing you with multiple ways to create new income streams and deepen client relationships.

Estimated 1:1 Coaching Client Revenue



Example Scenarios

5 Coaching Clients

$2,395 × 12 months × 5 clients
= $143,700 annual recurring revenue

10 Coaching Clients

$2,395 × 12 months × 10 clients
= $287,400 annual recurring revenue

Why This Matters

- Unlike seasonal tax work, coaching delivers predictable, recurring monthly revenue.
- Each additional client compounds the stability and profitability of your practice.
- Even at small scale, coaching income can equal the size of a full book of tax work.

Additional ActionCOACH Services You Can Offer

- **Group Coaching Programs** – Scalable sessions for business owners at $750–$1,000/month per client.
- **Strategic Planning Days** – One-day workshops (~$400/client) that drive retention and high-value outcomes.
- **Workshops** – Short-term, topic-focused sessions to attract new prospects and deepen relationships.
- **Online Training Programs** – Leverage 30X Business or 12-Week MasterCLASS to create leveraged income with minimal delivery time.
- **Executive Coaching & Advisory** – Higher-ticket engagements for CEOs and leadership teams.

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Why ActionCOACH

04

Leverage a Proven Coaching System

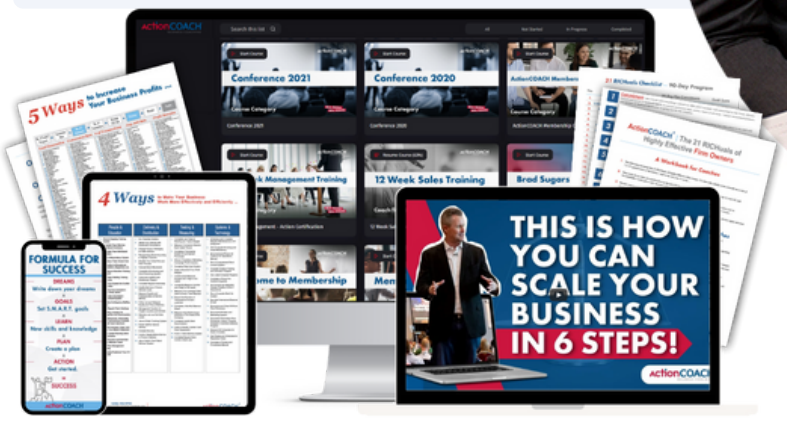
Through ActionCOACH, B2B firms can launch coaching services using a turnkey system — complete with frameworks, content, and brand support. Whether you're adding coaching as an individual professional or as a firm-wide growth strategy, there are models designed to fit your practice.

CALCULATE YOUR FIRM'S REVENUE POTENTIAL

Why This Works for Small Firms

- **Low conversion needed**: Only 10–20% of clients need to participate.
- **Existing relationships**: No need to spend on expensive marketing — your current clients are the first buyers.
- **High margins:** Coaching programs deliver 60–70% gross margins, far higher than traditional compliance.
- **Scalable:** As the client base grows, coaching revenues compound.





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GET IN TOUCH

+1 (844) 509-1471

500, 5940 Macleod Trail, Calgary, AB

info@actioncoachteam.com

www.actioncoach.ca

BOOK A STRATEGY CALL

Calculate Your Firm's Revenue Potential