



## Competitive Advantage Solutions

# Small Builder Coaching

## 5 KEY STEPS TO GROWING MORE SALES, PROFITS, AND... YOUR BUSINESS

### First; Understanding, Developing, Enhancing...

1. What's working and what's not
2. Internal strengths, weaknesses; External opportunities, threats
3. Current and future customer: needs, expectations, longevity, and referral potential
4. Marketing planning; targeting, nurturing prospects and customers...“after-marketing”
5. Internal controls, budgeting, cash flow and financial forecasting
6. Overall business management skill-sets

### Second, beating the statistics...

According to SBA , U. S. Department of Commerce, Dunn and Bradstreet research:

- Small businesses represent 99.7% of employer firms, **creating 60-80% of all jobs;**
- Every year since 2003 **over 600,000 new businesses are started;**
- 34 % fail in the first 2 years, **80% of firms with less than 20 employees ;**
- 53% fail in the first 4 years, **73% of firms with less than 20 employees;**
- 72% fail after 6 years, **91% after 10 years;**
- **90% failures are cause by lack of general business management skills and planning.**
- **And ultimately, 70% of all businesses die with their founder.**

**In contrast, 96% of Business Format Franchises with a clear vision, a plan to get there, effective procedures, training, targeted marketing and follow-up programs, and expertise... Succeed.**

### Third, making the decision to improve...

Given enough time and effort, the skill-sets needed to be successful can be learned. Needed resources can be found. Cost effective professional development advice and guidance is available. And, getting a clear perspective on where you want to go and a plan of how to get there are achievable. The key, is to get there in a time frame that's quick enough to help you turn things around, become more effective and **shift your focus from “working in your business” to “working on your business.” From “struggling and stressed” to “thriving and balanced”.**

## Forth, honestly evaluating your needs...

*Check the items you're comfortable with your ability to:*

- Discover my personal vision, mission, purpose
- Gain clarity on my businesses future and potential
- Get my business to work for me instead of the opposite
- Determine if I'm just wasting my time
- Understand my cash flow
- Have more effective way to evaluate where I am financially
- Make more money
- Evaluate my sales and customer performance, what is working, what is not
- Attract more new customers
- Maintain my focus
- Increase my productivity
- Spend less time working
- Have more balance in my life
- Get help in solving problems
- Make better decisions
- Identify blind spots, areas for improvement
- Solve problems before they get worse
- Increase customer satisfaction
- Increase repeat sales
- Generate more referrals
- Compete more effectively
- Gain competitive advantage
- Be better able to forecast my financial future
- To get more done in less time
- Simplify my life
- Secure a safe outlet for venting when necessary
- Reduce stress, increase my effectiveness, have a more balanced life
- Develop a plan to grow my business
- Insure my business survives me
- Insure leadership continuity
- Position my business for sale

**Fifth, deciding if you can fulfill your needs alone, and if so, how... Or, if you need help...**

**Most of the time we already know the answer... that's simple ...  
What's difficult is... admitting to ourselves...**

**I NEED COST EFFECTIVE HELP FROM SOMEONE WHO CAN...**

1. Work with me to increase my personal effectiveness, know where I am, stay ahead of changing homebuilding business and customer trends, taking advantage of competitive situations, and develop strategic marketing plans, business plans. **The desired result: Increased productivity, income, satisfied customers, business growth.**

2. Help me develop key skill sets or find other resources that will make me more effective. **The desired result: Continual improvement and more effectiveness.**
3. Help me develop and craft my long term vision, mission, business and marketing plan for next year and beyond. **The desired result: A clear focus on what kind of future I want to have and a well thought plan to get there.**
4. Facilitate and help me focus my ideas, creative thoughts and concerns and quantify them to make sure they are practical and financially feasible. **The desired result: Clearer focus and confidence in my ability to make it happen.**
5. Provide objective opinion and candid feedback with respect to issues and key decision alternatives. **The desired result: More confidence in the viability of my decisions.**
6. Be a safe, secure and confidential outlet for venting and developing problem resolution strategies. **The desired result: A clearer direction.**
7. Help me identify any “blind-spots” in my thinking and assurance I’m not “knee-jerking” into an emotional driven decision. **The desired result: Increased confidence I’m on the right path.**

## THE BUSINESS COACHING CONCEPT

Coaching is widely considered to be one of the most effective learning and development tools for small business owners. Especially from someone intimately familiar with your type of business, marketplace and competitive environment. Personalized coaching helps you enhance your skill sets, develop your strengths, minimize your weaknesses and maintain focus. And, how to overcome obstacles by developing attainable, measurable goals through action plans that keep you effectively focused.

### Why...

Sometimes you just need a resource who’s been there before. Who has “hands-on” experience with the homebuilding and development business challenges you face every day. And, who understands what it takes to get to the next level. A special skills coach totally devoted to assisting you be the best you can be. Someone who completely understands your industry, it’s challenges, systems and procedures and most effective approaches to assisting you developing and accomplishing your businesses vision, goals and objectives.

### My Qualifications...

#### Tom Hayes

The third generation of a home-building family, Hayes is an accomplished home-

building and development business effectiveness professional with a diverse background in hands-on project management and financial planning, strategic marketing, business development counseling and more. With over 36 years experience as an internal and external consultant, he has gained a well-earned reputation as a bold strategic thinker, effective trouble-shooter, creative strategic marketing specialist, mentor and coach.

Today, he serves as a consultant, coach and mentor involved in a broad range of professional effectiveness related situations which include personal and professional service businesses. His prime focus is on developing strategies, turn-around initiatives and highly targeted one-on-one strategic data-base marketing programs geared to cost effectively enhancing business development, optimizing profits, and gaining competitive advantage while building customer loyalty, repeat sales and referrals.

Hayes holds BA in Finance and MBA Degrees from California State University Fullerton where he was awarded Outstanding Real Estate Student honors.

## **My Approach...**

My highly customized, focused and *cost effective* approach is based upon what works best to develop your leadership and desired personal growth skills. And, giving you an opportunity to receive the encouragement you need to improve your personal performance and your company's bottom line. It's tailored and adapted to your learning style in ways that can be immediately implemented. It's focused on assisting you identify obstacles you face in your business and personal dealings, develop action plans, enhance your working relationships with subordinates and superiors, and find balance between achievement and personal growth.

## **THE BENEFITS**

- Over 36 years 'hands-on' experience in the business development consulting business and it's systems, procedures, strategies and challenges. All focused on gaining and maintaining competitive advantage;
- A sounding board dedicated to helping you focus on your key priorities;
- A special skills coach and mentor, a collaborative brainstorming resource ;
- A valuable teacher and motivator;
- A major resource for specialized resources, products and tools to assist you in achieving your personal and business goals and objectives;
- Access to a nation-wide network of highly successful current and former clients, associated consultants and specialized skills mentors who recognize their current success was due in part to the help they received from others along the way;
- Additional cost effective consulting services, specialized strategies and time-tested products are available to assist you in gaining competitive advantage.

## My Personal Commitment to you...

*My total focus will be on assisting you to achieve your personal short and long-term vision, goals and objectives. Even if that means referring you to someone else, better skilled in what you need, to help you. And, if, at anytime during the first month of coaching, you feel you're not getting value working with me, I'll reimburse you whatever you've paid.*

**For more information go to [www.my-businesscoach.com](http://www.my-businesscoach.com)**

**Contact me to schedule a free one hour coaching session.**



**Fax back to (888) 398-3412**

<b>Name:</b> <b>Business:</b> <b>Phone:</b> _____ <b>Fax:</b> _____	
<input type="checkbox"/> I'm interested in having you evaluate the effectiveness of our business development programs and systems. Call me at:	
<input type="checkbox"/> I'm interested in learning more on how Small Business Coaching could help me grow sales and profits. Call me at:	
<input type="checkbox"/> I need Marketing/Business Planning help. Please call me at:	
My interest is: <input type="checkbox"/> Immediate <input type="checkbox"/> Within 90 days <input type="checkbox"/> In one year <input type="checkbox"/> Long term	
<input type="checkbox"/> Please keep me on your mailing list; I can't spend time on it now but will in the future.	Date you should call me back:
<input type="checkbox"/> I'm not the one to call, contact:	Contact phone number:
<input type="checkbox"/> Please stop sending me helpful information on how to grow Sales and Profits. We're not interested because:	

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**Local references available  
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Check out our References on our web site.:  
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