

Advanced Tech Hearing

–Ed Kocher
Lancaster, PA

I'm in the audiology business, selling hearing aids and related products and services. My wife and I have been married 25 years and have worked together in this business the entire time, which is pretty remarkable. Advanced Tech Hearing has about six employees.

The business has always done just fine, but it was unstructured and not as systemized as it could have been. I knew if it were better organized I could create more growth and boost our revenue. My biggest challenge was to do the proper kinds of marketing and also incorporate the right internal systems and procedures to keep business flowing without all the peaks and valleys. Since I never went to college or had any formal business training on how to run a business, I thought I could use some outside help.

Introduction to ActionCOACH

Then I received some information ActionCOACH mailed to local businesses, and that's how I was introduced to the whole concept of business coaching. At first, I didn't think I needed coaching since I was doing pretty well on my own. Frankly, I didn't think that I was "coachable." I didn't see how or where I could improve on anything. But I signed up for a one-on-one coaching session and tried to go into it with an open mind.

As it turns out, I really enjoyed it. I worked with ActionCOACH Paul Currie for a year, and for the past six months Graham Side has been my ActionCOACH. Everyone I have been associated with at ActionCOACH seems to genuinely care about helping us improve all aspects of our business.

In the beginning some of our staff questioned why we needed to spend extra money to have a coach. But the process has helped them set personal goals and benchmarks and reach them, so thanks to ActionCOACH they are more successful

and are making bigger commissions every year. We went from \$700,000 in sales to over \$1.1 million in just 12 months.

Our business grew so fast, in fact, that we needed to hire extra people. But because our ActionCOACH stressed getting systems in place I can hire someone brand new, give them a copy of our office training manual, and have them hit the ground running in no time at all.

My wife has really benefited the most.

For years and years she would come home with bags of paperwork and spend three hours sitting on the couch pouring over our business accounts. But ActionCOACH helped show her how to redo her bookkeeping, and track all aspects of our business with computerized spreadsheets. Now when we get home after work we can spend quality time together without her books out, and it's great.

The benefits of business coaching

If you don't understand how coaching works, you might think needing somebody to help you run your own operation means you must be pretty bad at it. You can start to believe that only somebody who is a failure would need a coach. For instance, my golf buddies used to ask me why I needed a coach – as if to say I didn't know what I was doing in my own business. So I asked them why Michael Jordan needs to have a coach. He knows what he's doing on the basketball court, but he's got a coach. Tiger Woods has



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Advanced Tech Hearing, pictured with wife Charlotte

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a coach. Does that mean he doesn't know how to play golf? These guys make millions of dollars and are the best. It means a coach can show you how to do what you're doing but do it even better and smarter. Then my buddies started to see how it makes sense. I joke with them that maybe they need to get an ActionCOACH, so they can play golf five or six days a week like I do – instead of just on weekends.

I work with ActionCOACH because I want to work “on” my business and not “in” it. Coaching has helped me set up my business so that everything goes along smoothly when I'm away. Now I come and go as I please. My wife and I just got back from spending a week and a half in Florida, and we're getting ready to go to Europe for two weeks. You really can't put a price tag on those kinds of results.