

Horizon Structures

- Dave Zook

Atglen, PA

I first met Coach Thom through a business associate and decided I would try **ActionCOACH** to see if it could help. That was a few years ago. I really wanted to take my business to the next level and get some outside perspective on how things were run. Today, we still work with Coach Thom, only he spends most of his time with my team...

Turning Ideas into Action

I really like the way Coach Thom works with me and my team to not only discuss possible ideas and strategies but then works with us to make sure they get executed. He's good at holding everyone accountable to getting these things done. Coach Thom has also helped keep us all focused. Matt from Horizon Structures says "Coach Thom has been there...done that...so you can bounce practically anything off him and he'll get back to you quickly with something we may not have thought of. I actually wish I could work with him more." In addition to accountability and sharing of fresh ideas, **ActionCOACH** has brought an element of education to the Horizon team. There's usually some portion of each coaching session that is educational: the design of effective print ads, market research, web site design & content, even leadership and management.

A Systematic Plan for Growth

In the beginning, I was the only person working on the horse barn division of our company, but now with our sales up, I personally don't see Coach Thom

as much. Most of his time is spent with the Marketing Manager that he helped hire, train and continues to coach every week. The results have been impressive.

Marketing Manager Jill says, "We may tease Coach Thom at times- he can be a little uptight- but from the very beginning, he outlined his systematic approach to how we would grow the sales. His help and expertise with our website literally changed our business. Then after his version of a "successful website" was built, he guided us to an "integrated marketing strategy" where we drove prospects from an off-line source to on-line. And that was all in the first year. 5 years later he's still a very valuable part of our team. Helping us through challenges, pointing out things we don't see, and offering an opposite view point some times. He's the guy that tells us the stuff we don't want to hear.

Dedication You Can Sink Your Teeth Into

I remember clearly the day when I realized I got more than I bargained for with my **ActionCOACH**. Coach Thom was insistent we exhibit at a trade show - something I'd never done before. I was pretty surprised to see him show up at the show - and actually work the whole weekend with us! He said later that he was too nervous to "send us to the market" by ourselves, but I think he just wanted to make sure everything ran to his high standards.



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The Ultimate Recommendation

And I do more than recommend him. I have hired Coach Thom for a few other businesses I'm involved with. Believe me, if he weren't a good investment, he would have been out the door back on week 2. Find out for yourself. The team at **ActionCOACH** offers a free coaching session where they find out about your business, and then zero-in with some free recommendations that are dead on. And I know with Coach Thom, he actually came back with a detailed plan of what he would do if hired as our Coach. To me - it's a risk-free way to learn more about **ActionCOACH** for yourself.

See Dave and his team talk about their experience and learn more about ActionCOACH of Central Pennsylvania at:
www.coachmybiz.com