

# Kreider's Canvas Service

- Les Kreider

Leola, PA

For 31 years, my business has specialized in making and installing canvas canopies and awnings, like the kind you would see over a deck or a patio.

## Economic downturn and panic

Some folks seem to forget that right after 9/11/01, we were in a bit of an economic crisis, and quite frankly I was worried that what we "had done" to keep the business profitable wasn't going to be enough. We- and all the other businesses in our area were really in uncharted territory. And now- with an even worse recession- we all are in an even more scary economic environment. But I firmly believe if I didn't have the whole **ActionCOACH** team behind me, we wouldn't be operating at the level we are today in this crazy economy.

Don't get me wrong...we weren't incompetent. In fact we had truly mastered our craft but there's a difference in being really good at selling and installing awnings and running a profitable hassle free business. Coach Brian immediately recognized this and directed his coaching around systems. He pointed out the areas like our

- Bookkeeping
- Our quoting
- Our costing
- And our scheduling

all needed to be improved first in order to improve the profitability of the business. A welcome byproduct of this was the headaches that these soft systems eliminated, practically overnight.

## Applying the teaching in real life and putting it into action

After this groundwork was laid, Coach Brian then worked with me on effective delegation. I had read a lot of stuff on delegation, but the problem with all that reading is that no one really ever tells you how to apply it. I was wearing too many hats and frankly the business was kind of a mess. So by focusing on his really

simple strategies, I was able to spread out the responsibilities to the talented guys on my team. A lot of people are surprised that Coach Brian isn't just my coach, but the coach of the whole team. He may work with me for one session, and then in the next session, he may work with the guys in sales, then with the guys in operations.

## Top Line Sales Quintupled...That's 5 Times

Not only did the business begin to run more efficiently but by working with **ActionCOACH**, our sales increased- and increased dramatically. First they doubled, and then quadrupled, and now our sales are 5 times what they once were. And I know this isn't just with our business. **ActionCOACH** of Central Pennsylvania is always offering free educational business workshops in their training center, and all their "Wall of Achievement" there are about 50 local businesses who all have experienced the same results. Now I always point that increased sales isn't always the "cure-all" for a business. But because we had the strong systems in place, we were able to carry the increase in sales down to an increase in profitability. And because the business was financially healthier, the team was more confident and performed better than they ever did.

## The Secret to Getting the Most Out of Coaching

Now Coach Brian doesn't deserve all the credit. My team and I really made the most out of it. I figured if I was going to make an investment, I was going to approach it with an open mind and really give it my all. I had to break some "I know it all" thoughts and give these fresh new strategies a chance. And I'm so glad I did.

## 31 Years in Business and You Need a Coach?

One of the questions I get a lot from my friends in the business community is "Why would someone with 31 years of business experience need a coach?"



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It wasn't my original intent to stay with the **ActionCOACH** program for so long, and from the beginning, Coach Brian made it very clear that we weren't under any legally bonding long term commitment like I've heard about with other consultants. And I'll tell anyone who wants to know what I tell Coach Brian- as long as I'm getting more out of the coaching than what I'm paying for- you know- a positive return on investment- I'll continue with it. And for 72 months of coaching, it's continued to be well worth it. I've given it some thought and I think the accountability is the real reason why business coaching works. For the first time in years- I have someone in my professional life who is going to make sure that I do the things I need to do....to get me where I want to go.

Without a doubt, I recommend **ActionCOACH**. They're the guys who made my business fun again and quite frankly- made my whole life more enjoyable.

*See Les talk about his experience and learn more about ActionCOACH of Central Pennsylvania at:*

[www.coachmybiz.com](http://www.coachmybiz.com)