

Wheatley Heating & Air Conditioning

- Bob Wheatley

Morgantown, PA

There's No Way I'm Paying that Kind of Money to Have Someone TELL Me What To Do...

When I first heard about coaching, I immediately resisted the idea of paying someone to tell me what to do. But looking back, I had the wrong idea about coaching. After I met Coach Paul and the other guys from **ActionCOACH**, I realized they aren't consultants - where they come in and do it for you - but they are just like a football coach. Coach Paul came with a game plan, helped us identify our goals, and then really held us accountable to reach these goals. I haven't enjoyed every minute of it, but my business is much, much better than it was before Coach Paul. And looking back on it now - I really didn't know the actual performance of the business so I couldn't really gauge what was "too much money."

The Power of Knowing...Really KNOWING The Numbers

I really was impressed with the way these coaches came with a suggested plan. And Coach Paul always did a great job of explaining the "why" behind the plan, and why we worked on some things first and other things later. Right off the bat, he had us focus on our numbers. One of the first things he coached us on was keeping tighter bookkeeping records and - more importantly - what those numbers really meant. Coach Paul taught us that it was almost a waste of time and money to focus on more business, if we weren't sure how profitable our current business was. If you're like me - then you can easily imagine the relief I felt going from being in the dark with my own

business - to knowing exactly where I stand and why.

At Last- I'm Excited Again About My Business

As the business kept growing, it was getting less fun. We didn't really have any kind of structure so we were just muddling by. We were doing the best we could but with more jobs and more employees came more headaches. And more headaches made it less enjoyable. One of the other really noticeable improvements Coach Paul made was to coach us on how to implement a system. Our whole business is practically run on systems now - some of them really simple like a clip board and a pencil, and others a little more complex. And - just like Coach Paul said - the systems are actually running the business- and doing a better job at it than I ever did. So now that so many of the daily bumps are gone and headaches are gone, I can get excited about the goals we work toward. Coach Paul really motivates us to work toward our next level of success. He pushes us, challenges us, helps us...coaches us to continue to improve and improve and improve.

Forcing You to Do What You Need to Do....

I never gave it much thought before hiring an **ActionCOACH**, but I see now that one of the things we were missing was "accountability". I would hear something or learn something, and think "yeah....I should do that" but I never would. And talking to other business owners I know, I'm not the only one to do nothing with all these good intentions.



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"The cost? We actually have more money now – even after paying for the coaching."

But with a coach, I am forced to get things done. I may not like the work but I know it's for my own good and the improvement of the business. Every session I know Coach Paul is going to hold me and my team accountable for doing the things we need to do to get our business where we want it to be.

And There Wasn't Any Risk

ActionCOACH has a guarantee that if you aren't happy with the results you're getting, you don't pay. Whether you're on a \$500 program or a \$5000 program, you're not locked into any kind of long term contract, which made me feel a lot safer in my decision. But now, looking back, the amount of money I invested in coaching is small when I compare to the amount of profit my business is making.

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

www.coachmybiz.com