

Masterpiece Marketing

- Beth Bostwick

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Like so many of the other ActionCOACH clients, I was slowly but surely building my business, showing some nice gains-but I sincerely was looking for some outside perspective. We are a marketing company that sells an intangible service, which must be sold differently than a tangible product.

I Wanted Someone Who Cared About My Business as Much as I Did.

I was surprised how many educators, trainers, consultants and coaches are out there. My staff is pretty sharp - so I wasn't looking for pure education. We were looking for team involvement in the process and in the recommendations. We talked to a few and narrowed down the list but in the end, my whole team voted and Coach Brian Dombach was our choice - unanimously! We all concurred that it was enthusiasm and the "I'm in this with you guys" impression that made him our final choice. My team chose Coach Brian because he was truly going to be invested in us and had the heart and the passion to make the needed changes occur. I was personally impressed with the way he listened. He joked that God gave him two ears and one mouth and he wanted to use them according to their original design. I selected Coach Brian because of his entrepreneurial experience and business savvy. He has operated and managed profitable companies.

Learning Doesn't Mean Much if You Don't DO Something With It...

Trying to narrow down the single biggest benefit of investing in coaching is not easy. But after some thought I believe the top answer is the application of ideas into the business. Look, all of us business owners and managers have sat through countless workshops and read book after book of great ideas. But I think we as a group fall short on implementing these great ideas. That's where ActionCOACH really pays off. Coach Brian made sure our ideas were going to be put into action so we could get the results we were looking for. That's the real difference: it's one thing to talk the talk, but with an

Action Coach you have no choice but to walk the walk. Congruency was really important in who I take outside advice from. I don't want to listen to someone who says "Do as I say, Not as I Do". Just take one visit to their main office in Greenfield and you'll see that these guys practice the same principles in their own business that they coach their clients on. They actually have Action's Points of Culture hanging on the walls. They are principles like Integrity, Balance, Education, Gratitude, Teamwork, and Excellence...

There Was a Surprise Expense.

Coach Brian was very up front about the investment, but I wasn't expecting to pay a small price in "discomfort." I think he was a little sneaky that way. During our "Team Alignment Day" he really pushed everyone outside their comfort zone. We were forced to re-examine business and how we functioned as a team. It was tough work - but well worth it. I guess you could "fire" your coach, when they challenge you, but what good would that do? We hired Coach Brian to improve our business and we trusted him. And if it meant pushing us hard to reach the results - then fine. No-not fine...Excellent!

The Confidence to Believe in My Company's Value.

One of the most noteworthy ways that Coach Brian not only paid for himself but returned my investment was the coaching he gave us on finances and pricing. I'll confess that in the past, I was more focused on our creativity than the bottom-line numbers. It was just more comfortable to offer our services at a discounted rate. Coach Brian really worked on me to see the overwhelming value we bring to our clients. He advised



"Not only are we more profitable, but now I understand why."

me to ask a fair price for the high quality of service we provide.

The cool thing about ActionCOACH is the well rounded approach. Brian and his team are not necessarily experts in our products or service, they are experts at *business*. I knew I didn't need help on how to do our marketing services better. And Coach was able to help me use proven, successful strategies from all types of companies which really helped. That outside perspective is key in allowing me to review our financials in an open and honest way. That was invaluable ROI for me!

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