



Is A Business Coach Right for Me?

CoachPeterWolf.com

SYMPTOMS

- **BUSINESS RUNS YOU**
- **NO PERSONAL TIME**
- **YOU ARE OVERWHELMED**
- **YOU SEE NO PATH FORWARD**
- **WORKING IN NOT ON BUSINESS**
- **LACK GOALS & STRATEGIES**

SYMPTOMS

- **NOT ACHIEVING GROWTH PLAN**
- **POOR COMPANY CULTURE**
- **LACKING COMPANY ORGANIZATION AND SYSTEMS**
- **YOU DON'T MANAGE BY KPIs**
- **SALES IS UNFOCUSSED**

HOW YOU SEE YOURSELF





YOUR RELATIONSHIPS ARE CHALLENGED



**Maybe It's Time
For a
Business Coach**

MY APPROACH

**THE WHY
PHILOSOPHICAL &
ACADEMIC CONCEPTS**

**THE HOW
PRACTICAL EXECUTION**

3 PILLARS FOR BUSINESS SUCCESS



**Operational
Competency**



**Sales &
Marketing
Competency**



**Financial
& Admin
Competency**



OPERATIONAL COMPETENCY

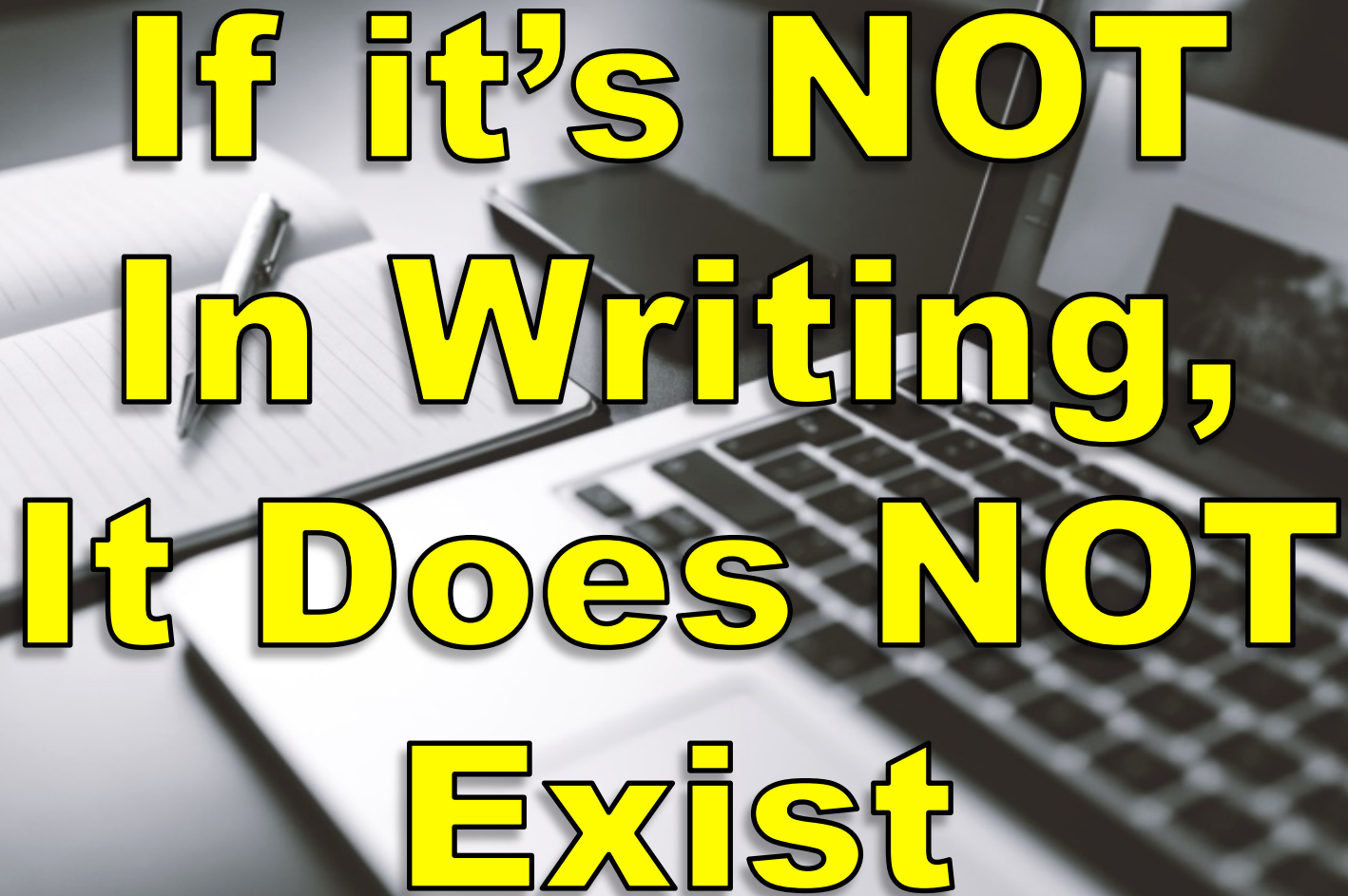


SYSTEMS
RUN BUSINESSES

WELL TRAINED
EMPLOYEES OPERATE
THE SYSTEM

SYSTEMS

- **POS ORDER ENTRY**
- **PRODUCTION FLOW**
- **INSTALL CHECKLIST**
- **SALES SCRIPTING**
- **MARKETING SYSTEMS**



**If it's NOT
In Writing,
It Does NOT
Exist**



SALES AND MARKETING COMPETENCY

**WHO GETS
TO BE YOUR
CUSTOMERS?**



CRITERIA

PROFITABILITY

SIZE OF JOB

SIZE OF CUST

PAY AS AGREED

RELATIONSHIP

VALUE US

FUN OR PIA

GROWTH

POTENTIAL

GEOGRAPHY

EQUIPMENT

TALENT/SKILLS

CULTURE/VALUES

MARKET ENTRY

A warm, sunlit office scene with several hands pointing at documents on a table, suggesting a collaborative business meeting.

Developing a **Successful** Sales Process



THE BFD SALES SYSTEM

B Benefit to the prospect (motivator)
What's in it for them?

F Feature or fact of the product/service
Shows how the benefit is delivered

D Differentiator
Shows how you are different

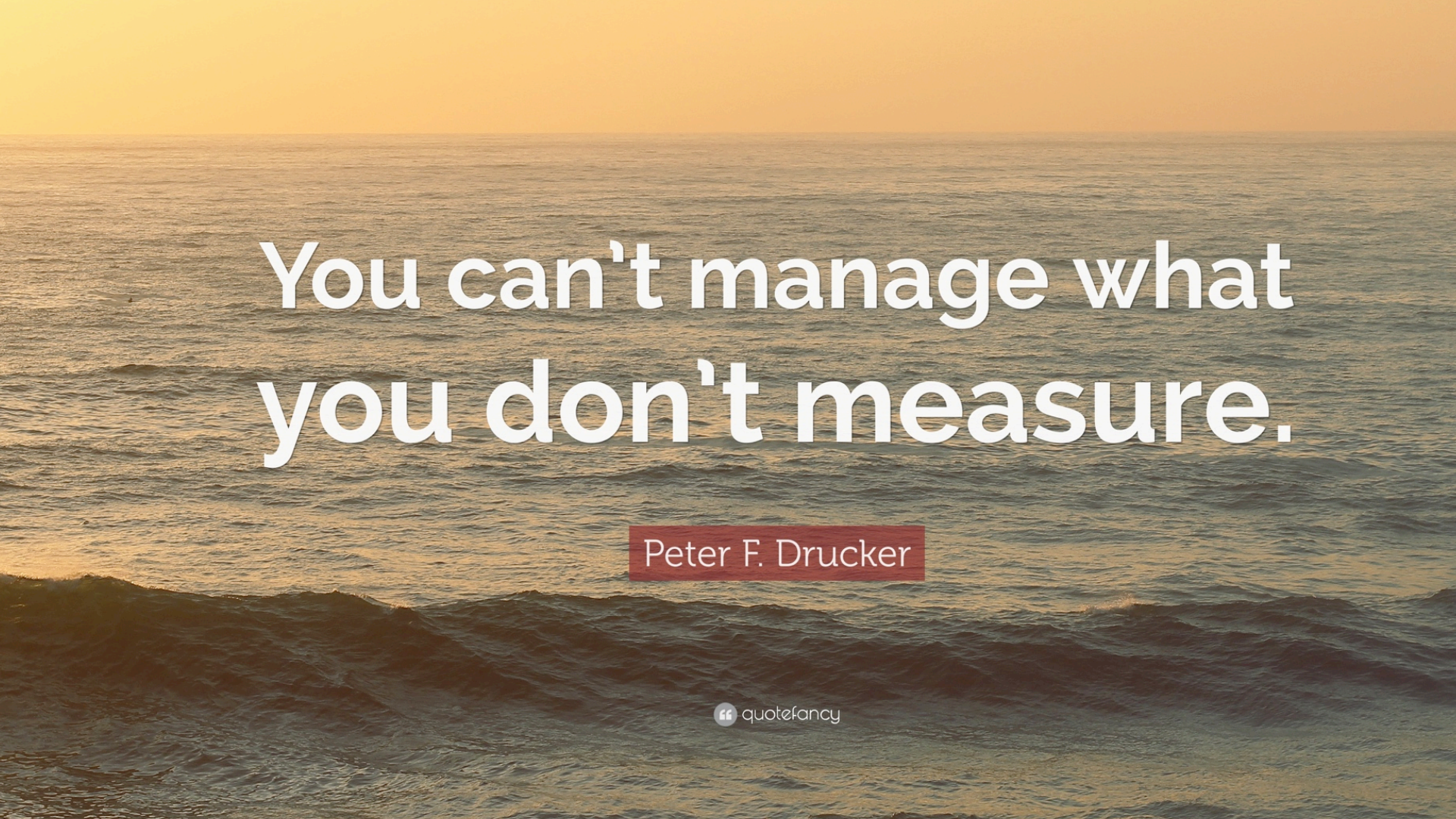


FINANCIAL COMPETENCY

MEASURE



SUCCESS



You can't manage what
you don't measure.

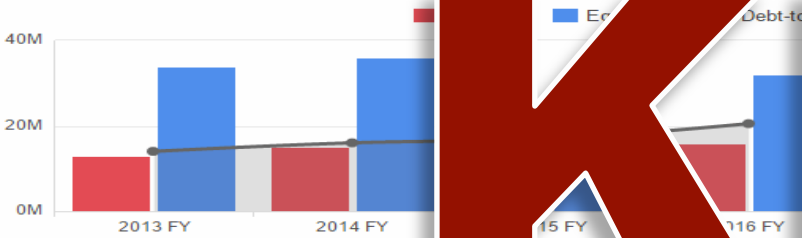
Peter F. Drucker

KPI Dashboard

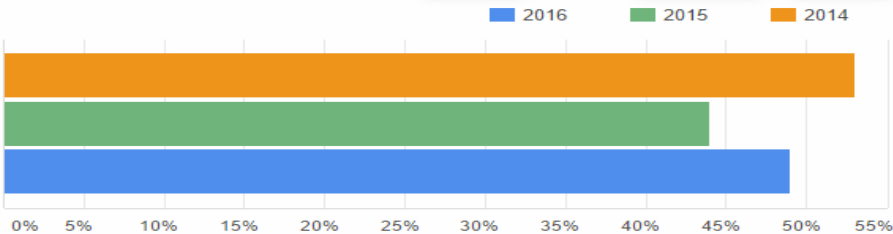
Revenue 2016



Debt-to-Equity

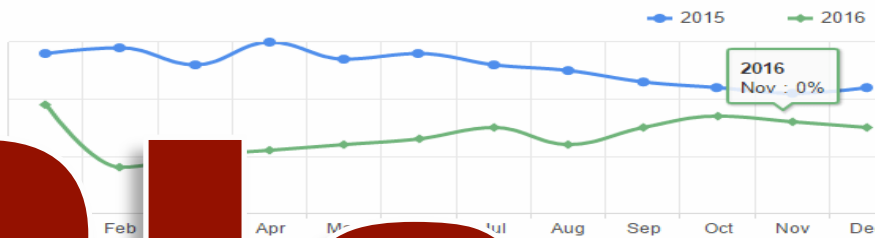


Return on Equity | 2014-2016

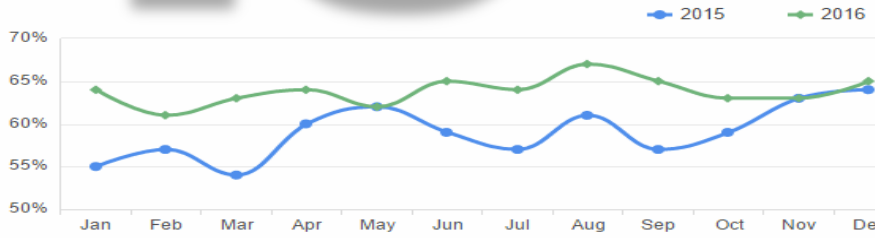


Net Profit Margin | 2016 vs 2015

▼ 12.5% in 2016
... compared to 14.5% in 2015



▲ 6% in 2016
... compared to 5% in 2015



KPIs

- NEW ORDERS
- BILLED ORDERS
- WIP
- DAYS AND \$\$ A/R
- CASH FLOW
- P&L COMPANY
- P&L CATEGORY/CUSTOMER

Revenue 2016



Debt-Equity

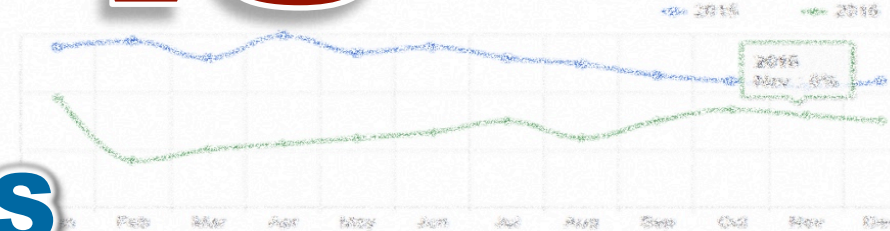


Return on Equity



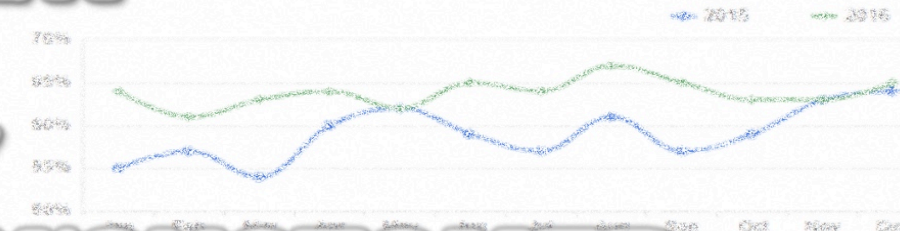
Profit Margin | 2016 vs 2015

62.5% in 2016
compared to 59.8% in 2015



Gross Profit Margin | 2015 vs 2016

62.5% 2016
compared to 59.8% in 2015



know
your
numbers







SACRED TIME

The background features several overlapping clock faces in various sizes, some showing different times. On the right side, there is a faint silhouette of a person with long hair, wearing a dark jacket, reaching up towards one of the clocks. The overall theme is time and value.

HIGH VALUE TIME

HIGH VALUE TIME

Three things you do that bring HIGHEST VALUE to our business.

How much time do you spend (hours per week)

The three things that bog you down most.

How much time do you spend (hours per week)

Where can YOU improve to make you more efficient and your company more profitable?



SACRED SPACE

A Recipe For Better Brand

*Go To: evolvingseo.com/meta

15 examples

THE WHITE BOARD

Meta Descriptions

Monthly Searches

Macy's - Shop Fashion Clothing Accessories - Official Site - Macy's.com

www1.macys.com/

Macy's - FREE Shipping at Macy's.com. Macy's has the largest-fashion brands on Women's and Men's Clothing, Accessories, Jewelry, Beauty, Shoes and home...

Moog Synthesizers 2 3,600+/month

(important for smaller biz's too!)

GREAT Brand Meta Descriptions

- make customer 'Hero'
- reinforce brand message
 - aligned with other channels
- have aesthetic/flow
 - match brand voice/tone

TWO Inspiring Examples*

ModCloth: Women's Vintage-Style Fashion, Clothing + Decor

www.modcloth.com

Feel confident, look stunning + be the best you. Shop ModCloth for fashionable vintage-style must haves, including clothing, swimwear, decor, shoes + more.

Bing

www.bing.com

Bing helps you turn information into action, making it faster and easier to go from searching to doing.

Problem

- challenge
- pain
- emotion

Solution

- product
- service
- feature

Outcome

- result of solution
- tangible but also emotion
- imply by stating "Why"

ABILITY INTERPERSONAL ALSO EFFECTIVE UNDERSTANDING FEEDBACK GROUP GOALS IMPROVING TRUST ACTIVITIES ADVANTAGES LEADER ACCOUNTABILITY MUST SOLVING ENCOURAGE TYPE ASSESSMENT ORGANIZATION DEGREES CLIMATE IMPROVEMENT INDIVIDUAL IMPROVE DECISIONS DYNAMIC DIFFICULT EXERCISE PERFORMANCE LEADERSH TEAMS COLLABORATIVE PROBLEMS CREATE ENVIRONMENT CURRENT WORK WORKING INDIVIDUALS COMPETENT

MEMBERS

TEAM BUILDING

EXERCISES

PERFORMANCE

LEADERSH

TEAMS

TOGETHER

DEVELOPMENT

TASKS

GOALS

TRUST

ACTIVITIES

LEADER

SKILLS

ASSESSMENT

FEEDBACK

GROUP

GOALS

IMPROVING

TRUST

ACTIVITIES

ADVANTAGES

LEADER

ACCOUNTABILITY

MUST SOLVING

ENCOURAGE

TYPE

ASSESSMENT

ORGANIZATION

DEGREES

CLIMATE

IMPROVEMENT

INDIVIDUAL

IMPROVE

DECISIONS

DYNAMIC

DIFFICULT

EXERCISE

PERFORMANCE

LEADERSH

TEAMS

COLLABORATIVE

PROBLEMS

CREATE

ENVIRONMENT

CURRENT

WORK

WORKING

INDIVIDUALS

COMPETENT

BETTER

PROBLEM

GOAL

RANGE

FOCUS

DEVELOP

ORGANIZATIONAL

GROUPS

CLEAR

EFFECTIVELY

COMPLEX

DESIGNED

STATE

SUCCESSFUL

APPROACH

ABILITY

INTERPERSONAL

ALSO

EFFECTIVE

UNDERSTANDING

FEEDBACK

GROUP

GOALS

IMPROVING

TRUST

ACTIVITIES

ADVANTAGES

LEADER

ACCOUNTABILITY

MUST SOLVING

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DYNAMIC

DIFFICULT

EXERCISE

PERFORMANCE

LEADERSH

TEAMS

COLLABORATIVE

PROBLEMS

CREATE

ENVIRONMENT

CURRENT

WORK

WORKING

INDIVIDUALS

COMPETENT

EMPOWER
PEOPLE

INSPIRE
PEOPLE

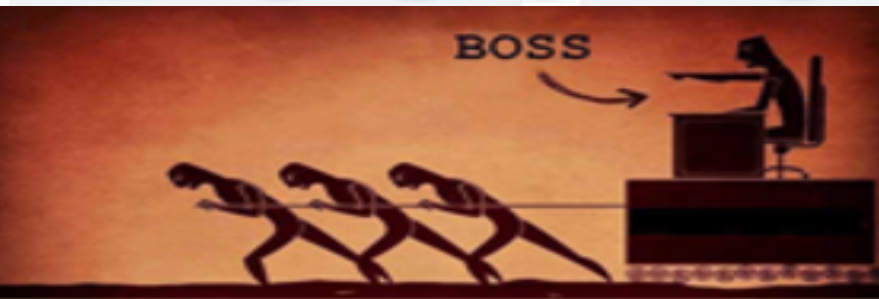
LEADERSHIP

LEAD
CHANGE

SHARED
VISION



BOSS OR LEADER



Demands

Relies on Authority

Issues Ultimatums

Uses People

Takes Credit

Places the Blame

Says "Go"

My way is the only way



Coaches

Role Models Behavior

Generates Enthusiasm

Develops People

Gives Credit

Accepts Blame

Says "Let's Go"

I've got your back

GOALS



The word "GOALS" is rendered in large, bold, 3D red letters. The letter 'S' is uniquely designed, with its right vertical stroke extending upwards and curving into a sharp arrowhead pointing towards the top right corner of the image. The entire graphic is set against a plain white background, with soft shadows cast beneath the letters to give them a three-dimensional appearance.

CHARACTERISTICS OF SMART GOALS

- **S**pecific
- **M**easurable
- **A**ccountable
- **R**ealistic
- **T**ime Bound



What is your Strategy?



TACTICS

EXECUTING THE STRATEGIES





ACCOUNTABILITY

— SET UP FOR —
SUCCESS

INVESTMENT

TWICE MONTHLY COACHING SESSIONS - \$800/Mo

2 – 2 hour Skype sessions each month

Phone and email support

Planning, evaluating, coaching

CURRENT SIGNWORLD CLIENTS

SIGNS FOR SAN DIEGO – FRANK MURCH

SEQUOIA SIGNS – TOM & MEGAN SCHNURR

DIAMOND SIGNS & GRAPHICS – MARK BAILIN

SUNRISE SIGNS – ADAM SOKOLOFF

G-FORCE SIGNS – GREG GHEZZI

SPECIALTY GRAPHIC SOLUTIONS – KELLEY CAMPBELL



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