

May 2010

We needed to get Phil off the tools and facilitate his working longer in the building industry. Our goal when we engaged Mark was to enable Phil to work effectively managing our sites and in the office. **Right now we have enough business to support two crews and Phil is in the office - exactly what we wanted to achieve.**

As a result of coaching we put systems in place that we didn't have previously and some we didn't even know we needed.

We did extensive training with Mark to help with managing people, structuring work schedules and focussing on time management. We have job schedules in the office so now everyone knows where all the jobs are at.

**One of our most successful marketing strategies** which we identified right at the start was referring back to our past customers. The other key marketing strategy we implemented was introducing a fee for service which quantified our time and added to our professionalism within the industry.

And our business has certainly grown. We did a 12 month coaching program with Mark starting October 2008. **Our turnover by the end of this financial year (2009/2010) will have tripled.** Within the first 12 months there wasn't a lot of movement. Within the next 6 months turnover had nearly doubled but by working our referrals it will have tripled by June this year.

We have also **hit our target to sign 2 contracts per month.**

**We watch our KPI's much more closely now.** We're not expecting our profits to have tripled as we've put a lot of capital into the business but we know in the ongoing years that if we maintain triple our original turnover, then our profits will definitely increase.

Our fear with growing our business was losing quality. **We feel with the way we've been able to grow the business means we can still maintain our high quality.**

***Leanne Gillam***  
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