



Bergstrom-Elder Consulting Group

BLUEPRINTING BUSINESS SUCCESS

Say Yes! To Success

The elusive dream of business success captures the imagination of aspiring and existing plumbing, heating and cooling business owners everywhere. It's a vision of steady profits, industry respect, thrilled customers and a balanced life. This vision **is** possible and for many business owners it's just a matter of developing habits that drive business success.

If you don't know what those habits are, or if you've forgotten them and somehow lost your way, you might consider working with a business coach to help you get on the path to success. Professional coaches can help you in many ways. They can help you:

- Define your purpose/passion in life
- Establish new work habits
- Redesign your organization
- Discover where you want to be in 5 years- and help you get there
- Determine if your values and beliefs are in alignment with your organization
- Create a plan to start a new company or to grow your existing company
- Find your strengths and interests
- Find ways of doing things differently to help improve your business
- Most importantly, a professional coach can help you to **Say Yes! To Success.**

Recently, my partner and I received a letter from one of our clients we have been coaching for the last year. He wrote:

"I just wanted to take a few minutes out of my busy day, which you helped to create, to thank you for teaching me how to run a business. I knew I was a good plumber and I thought I knew how to take care of business. I always had an excuse for why I couldn't make money: slow economy, lazy employees, customers who wouldn't pay, everyone's fault but mine. Your guidance has helped to cement our organization to a team that is solidly on one page."

This letter was from a contractor who struggled in his business for many years before seeking out a business coach. Like many contractors we meet, he was quick to blame everyone else around him when he failed to achieve success. He now recognizes that success begins with his habits as an owner.

Take the time to practice these habits that will help you to *Say Yes! To Success.*

Habits of Business Success

Honesty: Business success requires the ability to know your strengths and weaknesses. Being open and honest about yourself and your business creates growth as an individual and as a company. Find

help for weak areas, enabling you to focus on your strengths. Building our strengths is the path to mastery and success. Take the time to know yourself and your business.

Customer Commitment: Business success requires an unwavering commitment to the customer. Understanding your customer's wants and needs provides your business with a greater opportunity to earn a loyal customer base. Your main focus should be what you can do to improve the life of your customers; the sales and profits will surely follow.

Adaptability: Business success requires the ability to adapt to changing situations. Nothing ever goes as planned. The world of business is full of surprises and unforeseen events. Being flexible allows us to respond to changes without being paralyzed with fear and uncertainty.

Opportunity Focused: Problems are a regular part of business life. Staff issues, broken equipment, lost tools, customer misunderstandings, cash crunches- the list is endless. To achieve business success, look beyond the crisis. Every problem has an opportunity. Being opportunity focused makes the game of business fun and energizing.

Finding A Better Way: Productivity is the cornerstone of business success. Formulate the habit of finding a better way to make your business more productive. This will create more time to focus on the critical issues that drive sales and profit.

Balanced Lifestyle Management: A business can consume an owner's time and energy. It is easy to allow the business to take control of your life. Business success requires the habit of balancing all aspects of your life. Separating time for daily business tasks, profit driven tasks, and free time is a habit that will make your business and life more enjoyable.

Working with a coach should be rewarding, challenging and fun. They should guide you and support you through the process of reaching a desired result. They should help you to develop habits, like the ones listed above, to help you achieve success.

For more information on our **Say Yes! To Success** Coaching Program please contact a consultant with the BEC Group at (734) 730-8110 or via email at BECCGroup@comcast.net