

# Case Studies: Carolina Outdoor Lighting



## Before you joined ActionCOACH, what were the top three problems you were dealing with?

Our marketing efforts were not producing results.

I was managing everything and feeling like 100% of our time was dominated by the business.

We had no business plan and no confidence in what we were ultimately trying to build.

## How did you feel about your business?

It was becoming apparent that there's so much we didn't know about how to run a successful business. This left us feeling overwhelmed and uneasy about finances, and the future.

## If you had chosen not to join ActionCOACH and make changes, where would you be?

That's hard to imagine...we would certainly be frustrated, fearful of the future, and approaching burnout.

## What are 3 things from work with your Coach that have made a really big difference?

- Establishing core values and learning how to hold our team accountable to them.
- Implementing a solid recruitment and hiring process that helps us attract great team members.
- Our marketing attracts high quality leads, and our average dollar sale is awesome.

## Update 2 years in...

We've added 3 team members | Sales are 2.4x | Profit is 2.9x | We understand our numbers and are able to make better decisions | Marketing strategies are solid | We have positional contracts and employee handbooks to guide the team and hold them accountable to high performance and attitude standards

## How are things different now for you?

We have accomplished our short terms goals and we're excited to be working on new long-term goals. The focus in the 12-18 months is to develop the team so they are able to successfully operate and grow the business while we reclaim our time. Our new goal is to invest 2-3 months a year traveling with our family and friends, and we are confident we're well on our way to make that dream a reality.

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GET RESULTS

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