

Case Studies: Godspeed Tree Service



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

My key team members in the field have bad attitudes and keep running off the good help I hire.

We're nearly 800k in equipment debt with 25k monthly payments. We're making money but I have no idea how to manage our finances to achieve freedom in the most efficient way.

The team can't operate without me being there for every move. They either make mistakes and create safety issues or they operate with no urgency and we earn less revenue and profit.

How did you feel about your business?

Frustrated. I've put my heart and soul into this business and it feels like it's running me over and taking much more than it's giving me in return. I just need to know the formula to make it better.

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

I would have had a heart attack (I'm almost 50), I'd be divorced, or I'd be bankrupt. Maybe all three.

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.
- Helping us create a solid hiring and recruiting system so we are able to confidently grow our team.
- Working with us to build a debt attack plan that also includes a plan for building cash reserves.

Update 3 years in...

Went from 4 team members to 10 | From nearly 800k debt down to 200k | Sales are 3x | Profit is 4x | We have profit reserve accounts for payroll, equipment, and operations | Now the team runs off the BAD hires

How are things different now for you?

A text message from Bobby: "My phone was ringing around 60x a day. Now it's ringing 0-4 times a day and most of them aren't problematic calls. I'm thrilled with the position ActionCOACH is taking me to. I almost can't believe I'm not needed to move our ball forward in the normal day to day. Thank you being my friend and pointing me in the right direction."

TAKE ACTION

GET RESULTS

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