

Case Studies: Riddle Tractor



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

We had 18 team members, and the majority of them had a bad attitude and made it difficult to grow.

Recent death in the family meant that leadership had to change quickly, or we would need to sell.

Incoming President was family member new to working in the business, with no business background.

How did you feel about your business?

Simply didn't know where to start. There were so many issues and so much potential. Concerned we might focus on the wrong things along the way. We needed to work hard and learn quickly to protect the legacy.

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

It would have taken 3-4 times as long to grow the business to the size we are now, and we would have had a lot more employee turnover.

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.
- Cleaned up our 'old school' approach to managing the finances, and we now make better decisions.
- Guiding us on strategies to specifically grow each part of the business: Parts, Service, and Sales.

Update 3 years in...

Went from 18 team members to 32 | Had a goal to renovate and move into a new property and retail space in 6 years...we grew so quickly that we broke ground in at 15 months and moved in at 19 months | Sales are 2.4x Profit is 3x | We now have space to host continuing education events for our customers | Business runs itself well enough that the President is able to invest 25-40 hours/week in advisory service for the Marines, out of town

How are things different now for you?

What an incredible result and position we are in, largely due to our quick engagement with ActionCOACH. The family's legacy in this business is safe, strong, and growing. We now have an asset and freedom that is opening up new doors of opportunity. The next chapter will be exciting for us.

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