

Adapt for More Time and Money

CHALLENGE

Facing a declining market for custom home construction, the owner of a small construction business chose to redirect the company's focus to home improvement services. He soon realized that his methods of acquiring new business, scheduling, and billing were not able to support the company's new business focus. The increased time required for new business acquisition and back office functions was eroding his profitability and he operated on a very tight budget.

SOLUTIONS

Deliverables included:

Sales & Marketing Strategy

- Developed marketing strategy to drive the company's new focus on home improvement services.
- Facilitated a logo design, creation of a sales brochure, and the development of a web presence.

Operational Efficiency

- Established a database to maintain contact information for customer, supplier, and referral sources.
- Implemented painless procedures for tracking and managing purchases and expense receipts.
- Designed easy process for scheduling and time tracking.
- Automated essential back office functions by installing and configuring accounting software.
- Developed custom templates for quotations and invoices.
- Provide part-time administrative support for email, invoicing, and accounts payable.

ACHIEVEMENTS

Results were realized in less than a year.

- Established professional business image.
- Monthly business referrals increased 125%.
- Sales increased by nearly 6%.
- Time required by business owner for back office tasks was reduced to 2 hours a week.

"I don't have the time or the skills to make some of the changes that need to be made."