

Business Coaching for Contractors

What Books, Seminars, Schools or Other Consultants Will Never Teach You!

“What Every Contractor MUST Do In A Down Economy!”

Live Teleseminar Workbook

Wednesday, May 27, 2009 @ 7:00 PM (EST)



Presented by

Henry Goudreau, C.S.L.

www.hgassociates.com

“PLEASE PRINT THESE PAGES and use them to follow along during our tele-training time together.” - Henry Goudreau

About Henry Goudreau



Born and raised in the construction business, Henry's father was a successful contractor with an education in accounting. Henry spent his early years watching over his father's shoulders learning by observing.

Henry's education is in Civil Engineering and Business. He has worked as a Project Manager/Project Engineer for contractors on every conceivable type of construction from residential homes to nuclear power plant construction, nationally and internationally before starting his own business which became one of ENR's Top 400 Construction Firms.

He is the author of several self-study manuals for contractors, the book *"How to Market & Sell Your Construction Services Like Magic!"*, *"101 Powerful Tips to Jumpstart Your Construction Business to Success"*, *"The Contractor's Magical Marketing Tool Belt"* and writes for over 12 construction trade magazines and newsletters each month.

For the last 15 years he has been presenting his forward thinking methods and techniques on managing successful construction companies and has helped numerous contractors achieve enormous successes with their companies through his exclusive **"Golden Hardhat Program."**

You can find out how Henry can help you and your business by visiting his website at www.hgassociates.com or calling him at 941-377-1254.

“There is no such thing as down-time in a down economy!”

Henry Goudreau

The purpose of this teleseminar is simple. To help you:

1. Understand what is happening
2. Gain a knowledge foundation
3. To help you formulate a plan

Indicators of Tough Times

1. Your normal "client" stops buying
2. Your phone stops ringing
3. Buyers make slower decisions
4. Higher number of price objections
5. Deals get cancelled
6. Payment is slower
7. Buyers procrastinate
8. Indecisiveness from buyers
9. Increase number of complaints
10. Tough, unfair tactics from your competition
11. Lots of finger pointing
12. Approval times lengthen
13. Fear of the unknown
14. Constant negative news about how bad the economy is
15. Tightening of credit
16. Businesses going out of business

Do you see any of the above taking place in your marketplace?

My #1 Indicator. _____

My #2 Indicator. _____

My #3 Indicator. _____

Why Contractors Fail

Rely too much on their _____ skills

Fail to improve their _____ skills

Fail to accept _____ and fail to _____

Old Saying

“If what you are doing isn’t working . . . change what you are doing!”

You need to _____!

The Double-Edge Sword



1. You must have a plan
2. You must have an approach



The Economy Has Changed

That Means . . .

1. Not the same _____
2. Not the same _____ to buy
3. Not the same number of _____
4. Not the same _____ approach

The _____ - _____ of doing business
is no longer relevant!



What Your Business Needs

You Need to Understand the _____ &

the _____ for the following needs:

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

You need a _____ to survive & thrive!

How to Get On Track



Develop a Plan by Answering These Questions

Who has the money in my market?

Where do they hang-out?

How can I grab their attention?

What can I offer that will make them act?

When is the best time for them?

To successfully attract customers you must first walk in their shoes!



Control Costs!

How much do I owe?

What is my present Overhead cost?

How can I trim it and how much?

How much work do I have right now?

How can I make more on that work?

How much cash do I have?

How can I make this work?

My Three-Month Plan!

		Month: #1	#2	#3
A	Beginning Cash			
B	Sales (E+D)			
C	Total In (A+B)			
D	Cost of Sales % of Sales			
E	Sub-Total 2 (L)			
F	Marketing Expense			
G	My Living Expense			
H	Office Expense			
I	Old Bills to Pay			
J	Reserve Fund			
K	Ending Cash			
L	Total Out (F+G+H+I+J+K)			
M	Next Beginning Cash (C-D-E)=A next month			
N	Markup (B/D)			

Three Things I Want to Accomplish:

- 1.
- 2.
- 3.