



reignite
consulting

9

**Signs You Need
a Business
Coach to Take
the Next Step
in Your Business**



Remember when you as a budding business owner first started your business? What was it that you wanted to achieve?

Comfortable lifestyle?

More time with family?

More travel?

Retirement investments?

Global empire?

But after these enthusiastic beginnings, there often comes a time when the business hits a plateau, the business owners feel stuck in a rut and unable to see a way out.

Let's face it: You didn't start your business to only work 60-80 hours a week, unable to take holidays or spend time with family.

This plateau shows up in different ways, but the good news is that this is a time when it's time to bring in an experienced business coach! We've seen it all before and can guide you swiftly to the other side of your challenges, and get your business back on track and growing!

The 9 most common symptoms are:

1. "No Time"

You hear yourself saying, "I don't have time to work on my business. I am spending 60-80 hours per week behind the wheel of my van trying to get to as many jobs as possible to increase my revenue. But I am burning out - there are not enough hours in the day, and my family is missing me. Yet, I can't find the extra time I need to start putting things right."



2. No Team

You hear yourself saying, "I can't rely on my people to do what I ask them to do. I feel that they will just go off the rails when I turn my back. But it means that I have to do everything myself."

3. No Money

You hear yourself saying, "I have dreams of getting better equipment, a new office, another vehicle for the business. But right now, I can barely find enough money to make ends meet once I pay all my bills. Even when I am starting to get ahead, I get surprised by a big bill from the wholesaler, or a client drags his feet and my cash flow is stretched."

4. "Nobody can do this as well as I can"

You hear yourself saying, "Customers always know what they can expect when they deal with me, which is why they keep buying and buying again. However, I can only manage one job site at a time. And some of these smaller jobs don't really pay me for my time, but they don't want a junior to do the work for them."

5. "When I'm selling, I'm not working, and when I'm working, I'm not selling"

Entrepreneurs wear many hats when they are starting out. This is the way they can get things going - by controlling everything that is going on in the business themselves, but that doesn't scale. You run out of hours in the day to cover all the bases. You start drowning when you finally become successful - a time when we need you the most.

6." I get all of my business from referrals"

Referral business is good. Unfortunately, it doesn't scale. Importantly, you are not in control: you are just waiting for the phone to ring. What if it stops ringing?

7. "Once they see how good my work is, they will never go anywhere else"

This suggests that the client will know good work when they see it. Unfortunately, in most cases - they won't.

Don't forget - clients come from outside of your industry. They don't know a sign of good quality. In fact, the only people who could possibly notice the quality would be your competitors - do you want your reputation relying on their word alone?

Importantly, customers will judge your work by what they can relate to - plumbers taking their work boots off before coming into the house, builders cleaning up on site before they leave, workers speaking nicely to customers, the refrigerator no longer makes noise when the fan goes on.

Does this mean that the service person did a good job?



8. “They’ll buy my services because I only use quality parts”

Unless the customer is familiar with the brand names you are using, how will they know? Not only that, quality parts usually cost more. Does your customer want to pay a surcharge for these parts? How are they going to be persuaded to do so?

9. “I don’t ask my clients for referrals. I don’t want to mess up the business relationship”

People buy from people that they know, like and trust. While your future prospect may not know you, they could know your client very well - which is why you should ask for a referral. There is nothing like a warm introduction - often, the job is half sold before you get there when this happens.

If you find yourself in one of these traps, don’t despair! The way forward might be just around the corner.

Reignite Consulting is a dynamic and action-oriented business consultancy. We provide our clients with the tools, skills and support they need to fuel success! We are passionate about guiding entrepreneurs to achieve their vision, scale their business, grow exponentially and make the most of the big opportunities that are in front of them.

Contact Reignite Consulting for your free initial conversation to find out what is possible for your business!



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