

# Case Study



“*ActionCOACH Has given me confidence and belief*”

The Window Glass Company is a family business with 45 employees. They supply windows to the commercial sector and have over 40 years of trading history. When Peter Whitmarsh was handed the reins of the business by his father he didn't know how to run the business. Peter said “Without any management experience it all seemed overwhelming and I was, quite frankly, reluctant to take over.”

Peter knew he could do with some help and did employ a consultant “But I found that they just walked away after giving advice and I needed more continuity than that.” So when a coach from ActionCOACH approached Peter and offered on-going support to get things implemented he could see the benefits straight away “He was the right person at the right time for me.”

Peter and ActionCOACH have been working together now for 12 months and they meet every week to discuss, plan and set objectives. “Having a coach supporting me helps me get things done, he pushes me to put into practice my decisions.”

Before working with ActionCOACH there were a number of employee issues that Peter felt unable to resolve “He gave me the confidence to deal with them and make the tough decisions and I have a good team now.” The whole company is more structured with clear roles and responsibilities. This process resulted in a clearer definition of Peter's role. As he remarked “My coach identified 17 hours per week of my time that I could easily delegate to someone else. This has freed me up to do better planning and focus on driving profitability.”

The numbers are clear, Peter stated that “We always did a healthy turnover but saw little profit. However since working with my ActionCOACH our profits have increased by over 140%!”

Profitability gains have been reached through applying the ActionCOACH ‘5 ways’ model “We have looked at all the 5 key variables from lead generation to margins and broken each one down and defined goals against each.”

For example, ActionCOACH has helped streamline the sales process. “We now have regular pipeline meetings and we are much better at building relationships. My coach has encouraged us to talk to prospects and customers more often, follow up all leads and to go that extra mile.” This approach has resulted in an increase in sales conversion of 7%. Which is very significant in such a competitive industry.

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Customer service has also improved, Window Glass now send a feedback form after every job. All customers who complete it are sent a cheque for £50 made out to the charity of their choice and as Peter said “Any issues that are brought up are discussed openly with the team and improvements made.”

Margins on all products have also been scrutinised in great detail “we now know where all the margins are and where the profits come from, it’s not just a gut feel anymore, it’s educated which is very comforting.”

Most importantly all key metrics are now measured and scrutinised. “We were not measuring properly or regularly before, now we have a dashboard in place that shows all the key performance indicators on a daily basis.” This dashboard is available for everyone in the company to see. This has helped all employees, as Peter said “The dashboard provides full transparency to the whole company, it gives them a chance to correct any issues and be more involved in the wider business. It’s certainly helped to motivate everyone.”

This understanding of all the key variables means that Peter knows exactly what his breakeven is and has resulted in improved cashflow and created a more robust business.

Peter now has more time to work on driving the business forward instead of focusing on things other people can do. “ActionCOACH has taught me how to protect my time and prioritise the important activities. Which has meant that I spend more time planning than ever before.”

ActionCOACH’s on-going support has been the key to helping Peter “My coach pushes to get things done and not just talk about it, and I need pushing sometimes. But now I can see the results it’s really built my own confidence. I have the belief now to take the business to the next level and most importantly I want to!”

Not only has ActionCOACH helped Peter to develop the business but has helped him personally “My coach has given me more confidence and belief that I can get things done. The personal benefits have been just as good as the business benefits. For example, he has been the catalyst and support I needed to give up smoking. I’ve also built an extension on the house and taken the children to Lapland. Which were all things I hadn’t been able to do before coaching.”

Peter said in conclusion “My coach has easily paid for himself, the huge increase in profitability has been fantastic. Plus the confidence he has instilled in me has been invaluable on many levels. I am sure I’ll be working with him for a good while yet.”

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