

Case Study



“ActionCOACH has enabled us to grow and prosper”

CLB Precision Engineers Ltd provides high quality precision-machined component parts to clients throughout the UK. They are based in Halifax and have been in operation for nearly 20 years. The business is owned and run by Chris and Lisa Berrett. They found that the doom and gloom of the recession in 2008 really affected their industry and their confidence in the future. The sales pipeline was looking poor and they were concerned that if they did not do something they would struggle to survive. So they decided that enlisting the help of a business coach would be a positive move.

They found a local business coach from ActionCOACH and liked his approach. So they began having weekly coaching sessions at which they discussed what they wanted to achieve and set clear action plans. As Lisa said the main things they wanted were “Motivation and to do things differently from the way we had been doing them before.”

One of the first and most important areas they tackled was marketing. Chris and Lisa only had a few leads coming in per month and didn't know what marketing they should be doing to drive more enquiries. Their previous marketing was unfocussed and they didn't know what worked. As Chris said “We'd put an advert in a magazine or whatever and hoped that it would bring some work in. It was just a bit of a hit and hope really.”

So their coach introduced them to the ActionCOACH '10x10' marketing planning approach where they laid out ten different marketing initiatives in a very structured manner. This immediately resulted in a lot more volume of marketing activity. Lisa remarked “When we look back now it's almost embarrassing to think that we were doing so little.”

The result of the increased marketing activity was seen very quickly. In three months they received more enquiries than they usually did in a year. With their coach's help and advice they found themselves contacting around 150 new leads per week. This was a massive change from the previous 12 per week. As Lisa enthusiastically said “It absolutely went through the roof. We've never seen this volume of enquiries!”

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They also worked together to ensure that more enquires were converted into new customers. They mapped out the entire sales process and documented it in detail. This allowed them to train everyone to use it consistently. The result was that all the extra work put into getting new leads fed through into new business and more revenue. In the first six months of working with ActionCOACH their customer base increased by 25% which was remarkable “During the worst recession for 20 years.” said Lisa.

Not only did their coach work with Chris and Lisa on developing a structured marketing plan he highlighted the importance of tracking and measuring the activity. The “hit and hope” approach they previously employed was replaced by ‘test and measure’. This means that they have full control of where the money is spent and can maximise results. As Chris said “We now check to see whether the different strategies are working for us. If it isn’t then we stop and spend our money on something else.”

One of the other aspects of business coaching that Chris and Lisa have found very useful is having an objective person to hold them accountable. They found that having their coach questioning them every week about whether they did what they said they were going to do meant they actually got it done. As Chris remarked “Otherwise you just end up getting caught in the day to day running of your business. You need to do these things if you want to move forward.” This highlights a key benefit of business coaching and reflects an ActionCOACH main principle. This is that business leaders need to spend time every week working on their business and not just in the business.

The financial results speak for themselves. Over the first year of working together the revenues and profit increased by 35%. When this is also taken against a background of a major recession, when many competitors failed, Chris and Lisa are very pleased. “Not only did our coach guide us through it but enabled us to grow and prosper.”

Chris and Lisa are now looking at a very bright future. They are planning on recruiting some more members of staff as they grow. As they said “We are now one step ahead of our competitors and we will have a fantastic year and make a lot of money.”

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