

## Client Success Story

*Logistics company owner discovers advanced management techniques, grows business through client acquisition focus!*

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### **Erik Hinson- Managing Partner**

Logistix Worldwide- Murfreesboro, TN

Erik Hinson has been with GrowthSource Coaching since May of 2010. He is a managing partner for Logistix Worldwide and services specialty and general merchandise manufacturers throughout the continental U.S. His clients focus on marketing their products and leave the shipping to Erik. For more information on Logistix Worldwide, you can visit

<http://www.logistixworld.com>

### **Please give us a snapshot of where your company was prior to working with GrowthSource Coaching.**

Our company had become stagnant in our growth. Initially, we grew through gaining new clients and working with people we had relationships with in the past. Since we were not growing, our costs were rising along with the amount of work we had with each of our existing clients. There seemed to be no method for us to gain additional revenue out of those customers. The most frustrating problem was I was working like crazy. I had around sixty prospective clients that I was trying to close all at one time. The sales cycle between actually meeting one of them and closing them as clients was pushing up to around 6 to 8 months which was totally unacceptable.

Our costs were rising, our revenues were not and we had no time or plan to convert prospects into clients.

### **What changes or improvements do you attribute to working with GrowthSource Coaching?**

Our sales and marketing assumed that if someone was breathing and had two legs, they had to be a client. Learning everything from identifying who your actual client base is to targeting how you get them, helped us realize that going after people you don't really want for customers is a waste of time and resources. Taking a more disciplined approach towards sales and marketing was the key that I learned to be able to develop in the business.

Leadership is another aspect that helped. I learned that being able to invest appropriate amounts of time for each of my key leadership responsibilities was critical. Identifying the most "Impactful" areas of revenue growth, I learned how to develop a team to support me. I realized I was investing large amounts of time in areas that did not need me to personally handle them. I guess if you really look at it, just having a greater understanding of what I personally needed to do and what I could develop other people to do were the two biggest accomplishments I gained from working with Steve.

**Can you give us a specific example of some type of an achievement or measurable outcome that you were able to accomplish as a result of working through this process?**

Before I met Steve, one of the struggles we faced was running about \$300,000 in revenue a year and losing money. Our cash reserves were running out and we didn't really know what to do. With the new focus on our sales process we were able to grow from about \$300,000 to about \$500,000 within a year and we began to make a profit. We actually added staff because we began to understand where our profitable revenue was coming from and basically picked the right customers. We also started communicating better with our current customers, making sure they understood the service we provided so we could charge them a commensurate fee.

Additionally, we had one customer that represented 80% of our revenue and over a period of a year that customer now represents only 50% of our revenue which is a much healthier situation for us. Acquiring new clients has allowed us to diversify our customer base and operate on more solid financial footing.

**What part of GrowthSource Coaching and Steve's coaching process did you find most valuable to you?**

Developing as a leader and a business owner. In order for my company to grow, I had to grow. The business can never outgrow the development of the leader; the guy that is in the driver's seat that has to make the hard decisions, has to be the one that sets the direction that people believe in.

We also focused on the really critical and important aspects of business to minimize the wasted time. One of Steve's exercises showed me that I was wasting large blocks of time on non-critical issues. Once we reduced that and gained a more specialized plan of attack I was able to focus on the true value this business brings to our customers, then communicate that to them. This approach had a profound effect on getting customers to pay the right amount for the services we provide.

**Were there any 'Light Bulb' moments that came out of working with Steve and GrowthSource Coaching and created mental shifts about how you were running your business?**

What I realized is that it is more beneficial and more important for me to develop other people to do things and they usually end up being better at these areas than me. That was a huge mindset change for me because I always thought that if I'm the guy directing the show, I have to be involved in everything.

**What would be your strongest recommendation to encourage anyone considering joining GrowthSource Coaching?**

Even if you make a decision to act and you use the discipline to grow yourself, without someone with the knowledge, experience and systems in place to coach you through the challenges and changes in growth and development, you still may not be successful. I've been in the program for 1 year and my investment has already paid for itself several times over.

Want to get results like this? Visit the home page of [GrowthSource Coaching](#) and sign up for a complimentary Business Strategy Evaluation with a professional business coach who can help you determine the exact areas where you need to focus to get the results you want.

For more *Success Stories*, go to <http://www.growthsourcecoaching.com/GSC-Client-Success-Stories.html>