



Grant & Kristin Topping- Owners

MAC Flooring- Aliso Viejo, CA

Grant & Kristin joined GrowthSource Coaching in May of 2011. They started a flooring installation business from their home serving residential customers throughout Orange County, CA. They now enjoy their own showroom facility and several installation crews to support their growing business. You can visit them at <http://www.macflooringservices.com>

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

We were in infant stages of our business. We were clear on how we wanted our business to be run, but not necessarily how to effectively do that. We were working out of our home, making good money and able to support ourselves. It just wasn't efficient. We knew we had bigger goals and we needed help in trying to achieve those goals and move on to the next step.

Our main issues were with time management and defining our roles from each other so that our job descriptions were separate and not overlapping. We were also having issues with training employees and keeping them happy and financially content.

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

The biggest thing is that we were able to move to the next stage of profitability for our business. We went from working in our home, and having a few employees to moving into a physical location, bringing all our installers in-house as W2 employees, learning how to manage those employees and keeping them happy. We were able to take on a bigger workload without going crazy. A lot of what GrowthSource Coaching did for us was creating systems that helped us stay organized.

Steve was also able to create a system so that Grant and I now work together as a team with completely different strengths and strategies. We're always on the same page. We go in every day to work and we know what our job is to do and it gets done. And we're not stepping on each others' toes. I think Steve really took advantage of getting to know us on a personal level, and zeroed in on what Grant's strengths were as an owner and what my strengths were as an owner - helping us determine job roles and keep them separate.

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?

The proof is in the pudding - in about 18 months we've been able to multiply our initial revenue by four times. Our business sales doubled last year and we anticipate it doubling again this year just based on the system that you helped put in place for us.

The year prior I was really only on part time so it was mostly Grant working on the business. We were at about a quarter million in revenue. Last year we were at half a million in revenue. This year we anticipate doubling that to a million.

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

Steve really helped us through understanding different personalities of employees -- that was a struggle for us. We were dealing with sales people that had A) different personalities from ourselves and B) they were all different from each other. We learned how to address their training in a particular way that worked for them. It was employee management, which on my end was the hardest obstacle. Learning not to give up on people but to see it through and work with them based on their personalities and get them to be as successful as possible based on their own personalities.

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?

It was when Grant and I were able to see our business being something we never dreamed of it being at the start. When we first started this business it was just an idea. I think the "ah-ha" moment was when we were able to figure out what made us different from our competitors.

For example, our flooring business really prides itself on having no disconnect between the sales process and the installation. A lot of retailers have a total break in communication with that. When we found what we were doing naturally and successfully, with Steve's help we were able to really see and identify that this is what makes us different, this is a selling point. We've actually been able to use that and it's been an extremely profitable tool for us. There have been a couple of instances where we've identified different things in the way our business operates through your help. We were able to pinpoint them and use them as marketing tools to promote our business and it's just really attractive to our customers.

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

The whole fear of the financial commitment at the infant stages of the business, we understand it, because we felt it. We debated over whether or not to employ a business coach. But having gone through it, it's completely different. Yes it's a financial obligation and it's an obligation of time. But from the financial part, I would have SO rather have pushed ourselves to have done this MONTHS before we actually did.

Knowing now how much we've gotten out of the experience with Steve, I would recommend to anyone who's considering coaching -- to do it, even if it's a financial crunch. Do it three months before you really feel ready for it, because using GrowthSource Coaching had a direct financial impact on us. We made back their fee within a month of time. My biggest recommendation to any other business that's starting out the way we did is to just do it as quickly as you can possibly financially figure it out.

We know when we're ready to take the next stage we're back in with Steve and GrowthSource Coaching. We're not going through any kind of growth period without guidance anymore. Because we know how important it is and how profitable you can make that situation.

I think all business owners have that fear of falling, and making bad financial decisions, and we knew that Steve's expertise wasn't ever going to let that happen. And we feel really grateful to GrowthSource Coaching for that.

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