

A GAME CHANGING TESTIMONIAL

By P.M., General Contractor

The most profound thing about our approach to dealing with clients has been to rethink how we, as business owners, engage in the process. By being an active leader in the negotiations, rather than submitting a bid and sitting back to wait for an answer, we now engage with the client and both work toward achieving a mutually satisfying contract.

With this new knowledge and preparation, we now help the client feel more empowered to make decisions with clear choices, while crafting an agreement that works best for both parties.

My confidence level has certainly increased, and I have more objectivity and less emotional upheaval, giving clarity to the exchange. Learning to ask the right questions of the client has helped me to know which are the right ones to keep and which are the ones to say 'no' to.

Having Norm and Kristine on my team has made profound differences in the way we conduct our business. What has been most surprising is how fast we went from running to keep up with our business to having the business be a means to help us live the lifestyle that we want. In short: our business is working for us finally and not running our lives.