



Landscape Contractors Association

08/03/08

Dear Anil,

Thank you for your help in getting our business to where it is today. Before we took you on as our Action business coach my wife and I were working 7 days a week and were in well over our head trying to manage all areas of the business. I was of the mindset that no one else could do what I was doing and if they could, not to the same standard. It was by stepping back and implementing some of Actions programs and strategies that allowed me to step out of the inner workings of the business and focus on the broader picture of building the business.

You helped us to find the right staff through unique interview practices and from there we have grown from strength to strength. Before you came on as our coach there were three people in the business. Two and a half years on there are now 12 people in the business including 8 fulltime staff. Through the implementation of processes, incentive schemes and proper staff hiring the jobs are running more smoothly, to a higher quality level and on time. We have an extremely high staff retention rate and put this down to building the right type of work environment.

You have helped us focus on directing our resources to the correct types of jobs through analysing our leads and conversion rates. As an indication of the success of such strategies our turnover has gone from \$140k three years ago to \$1.2m last year and this year we are on target to turnover \$2.5m.

I recently had to make a small speech when joining my professional body and was asked what factors had influenced my business in getting to where it is today. My two main points were great customer service and taking on a business coach.

I highly recommend to anybody considering taking on a business coach to invest the money in the Action program especially with Anil Puri. Anil has become a great friend and is always there to bounce ideas off and to provide very useful and insightful information.

If you would like a verbal reference please do not hesitate to contact me on the number below.

Thanks,

Jock Gammon  
(Managing Director)