



“Structured for Growth”

by
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Short Description of the presentation:

We have all heard the term. “If you are not growing...you are dying.” Much of our “profitable” growth depends on how the company is structured. Improper structure of the company will not only hamper growth but it can ultimately cause it to move towards negative profitability! Being properly structured for growth is critical!

Key Points Covered:

1. If gross sales are around \$1,000,000 or \$2,500,000 you can expect problems with growth, unless you plan for it!
2. How many office people should you have in the office verses the number of techs in the field?
3. Plan for growth by developing job descriptions for current and future positions.
4. Micro managing will kill growth. The owner needs to be willing to delegate.
5. The accounting side of growth – What do you need to be looking at!
6. Develop a steering committee within the company to review SWOT (strengths, weaknesses, opportunities and threats).
7. Structure in the field – Keeping the office to field ratio in balance
8. Improper structure will cause the company to; lose control of customer service and follow-up, improperly track sales (poor financials), loose control of inventory and often make poor (and expensive) marketing decisions.
9. The proper way to fund growth.