



Growth: The Most Misunderstood Term in the Trades Industry

by
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Short Description of the Presentation:

Growth is the objective for nearly every trades company. However, there are actually three specific periods of “growth” that literally have the potential to put a company out of business. That is what this presentation is all about.

Why the Term Growth Is Misunderstood

Three Points of Growth That Can Put a Company Out of Business

- Owner moves from the field into the office
 - Mental transition
 - Economic transition
- Gross sales reach roughly \$1,000,000 per year
 - Points past \$1,000,000 to watch for
- Any point of rapid growth
 - Rapid growth defined

How to Transition through Points of Growth Successfully