The Fool-Proof Process That Grows A Construction Company

Set & Communicate Vision

Create Organization Chart
    - Document Tasks & Priorities
    - Write Job Descriptions
    - Refine Job Costing System
    - Install Performance Review System
    - Present Roles & Structure In All Company Meeting
    - Monitor Field Workers’ Attitudes
    - Monitor Market Wage Rates

Explicitly Describe Targeted Clients

Create 3 Year Organization Chart
    - Develop Sales & Marketing Action Plans
    - Define Marketing Message
    - Write Sales Copy & Call Scripts
    - Deploy Marketing Systems
    - Establish System for Handling Leads
    - Establish Long Term Plan For Strengthening Balance Sheet
    - Monitor Market Wage Rates

Set Roles & Responsibilities

Write Job Descriptions
    - Document Quality Control & Safety Procedures
    - Compile Into Operations Manual Complete w/Forms
    - Train Field Staff on Standards
    - Audit Safety & Quality
    - Implement Production Based Bonus Plan
    - Implement Crew Activity Plans
    - Implement Daily Huddles
    - Distribute Weekly Production Reports
    - Take Action on All Poorly Performing Projects

Interview Existing Customers

Create Performance Review System
    - Modify Inc. Statement to Remove Direct Costs From Overhead
    - Update Estimating System to Reflect True Direct Costs
    - Create Man-hour Based Budgets & Schedules
    - Identify Future Leaders & Position For Development
    - Identify Weak Employees & Improve or Remove

Research Competition

Document Tasks & Priorities
    - Identify Weak Employees & Improve or Remove
    - Develop 12 Month Cash Budget
    - Acquire Credit Line = 10% Sales
    - Establish Long Term Plan For Strengthening Balance Sheet
    - Monitor Field Workers’ Attitudes
    - Present Roles & Structure In All Company Meeting
    - Identify Workplace Behavior-Based Interviewing

Establish Strategy

Develop Financial & Staffing Action Plans
    - Document Quality Control & Safety Procedures
    - Compile Into Operations Manual Complete w/Forms
    - Train Field Staff on Standards
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Implement Sales Training
    - Develop & Deploy Gross Profit Based Commission Plan
    - Choose Clients for Sales Force to Pursue Directly
    - Assign Targets & Track Progress
    - Debrief Weekly & Capture Learnings
    - Monitor Prices Market Is Paying
    - Adjust Pricing As Needed to Maximize Net Income
    - Review Salesperson Performance & Adjust As Needed

Establish System for Handling Leads

Monitor Field Workers’ Attitudes
    - Present Roles & Structure In All Company Meeting
    - Identify Workplace Behavior-Based Interviewing
    - Write Want Ads
    - Master Behavior-Based Interviewing
    - Monitor Market Wage Rates
    - Implement Training & Development Program

Identify Weak Employees & Improve or Remove

Train Field Staff on Standards

Take Action on All Violations

Establish Long Term Plan For Strengthening Balance Sheet

Take Action on All Poorly Performing Projects

Monitor Field Workers’ Attitudes

Choose Clients for Sales Force to Pursue Directly

Implement Daily Huddles

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