THE RESTORATION SALES & PROFITABLE BUSINESS GROWTH EXPERTS

business development ASSOCIATES, INC.

www.gobda.com | 847.386.6556

Level-Up Your Restoration Business: Consulting & Training to Sustainably Grow Your Business and Generate Real Wealth

Levelling-Up Starts with Sales

For most restorers, growing their business means increasing sales. At BDA, we are the best in the world at installing our proprietary sales and marketing programs for restorers that want to drive the growth of their own business, so they are not at the mercy of TPAs, weather or good luck.

And our clients have generated well over $100 million in new business based on these programs!

Are You Ready to Launch?

Business growth is not just about top line sales revenue! If we increase top line revenues without increasing bottom line net profit, then what was the point? The goal is to consistently ***make more money*** year after year.

Many times a new growth initiative can stress the company's current systems, processes and people and have unintended consequences that can actually damage the business.

Increasing sales will not fix operational or financial management problems. In fact, it is likely to make them worse and endanger the whole mission.

It only makes sense to be sure that all systems are go before you turn the launch key!

That's why many of our projects start with our **"Launch-Ready" Diagnostic.**

Isn't it Really About Freedom?

Chances are you've already achieved a certain level of success. But you also know that if you could level-up, and that part of that was running an even more profitable company, your business would be a vehicle for true wealth creation.

And if you accomplish that, you will have earned the freedom that was the reason most entrepreneurs go into business in the first place!

BDA CAN HELP YOU GET THERE!

BDA Programs & Services

"Launch Ready" Diagnostic

This comprehensive diagnostic looks at your sales and marketing, operations and management and financial management areas.

Industry experts will review hundreds of data points looking at whether your company is ready to withstand the stresses that growth brings as well as whether you are currently maximizing your net profit.

A comprehensive final report will guide your next steps to profitable business growth, maximizing the success of any engagement!

"Maximum Acceleration Engagement"

This is BDA's flagship program: to help your company achieve escape velocity needed to launch; escape the gravitational pull holding you back and take you to the next level!

Together, we will install our proprietary sales and marketing programs and will be relentlessly focused on creating referral relationships with agents, plumbers, Property and Facility Managers, adjusters and more.

We will implement best practices in terms of sales process, sales programs, hiring, onboarding and training, sales management, accountability, sales leadership and much more.

"Mission Control for Profits"

The highest goal for any business is to maximize net profits. Sales growth without net profit growth is a disaster! This engagement is for clients that are focused on increased efficiency and profitability. (It is also sometimes done prior to or in conjunction with Maximum Acceleration.)

Starting with a "Launch Ready" Diagnostic, your operation will be compared to BDA best practices by industry experts and a profit maximization plan created and executed.

There are several configurations to work with any size or type of restorer.

BDA Programs & Services

"Closing the Loop, Closing the Deal"

This program teaches your key production players (intake, mitigation and estimator/ Project Managers) ways to increase close rates at every step in the process. This can dramatically increase revenues and net profits and increase the effectiveness of your marketing budget without spending a cent more on advertising!

"Escape Velocity"

To achieve escape velocity a company needs to act as a unified team. As Philip Kotler said, "The sales department isn't the whole company, but the whole company better be the sales department."

This program offers several levels of engagement to help your entire team work together to actively help close leads into jobs, identify opportunities for your business development team, and locate new sub-contractors and employees.

They will also function as powerful brand ambassadors helping to increase your brand presence and reputation in the marketplace.

Hiring Great Salespeople

Did you know that 74% of salespeople hired are likely to fail? That's a sobering statistic given the cost of rehiring, the lost opportunity cost, the frustration of hiring and training repetitively. Forbes estimates that each failed sales hire costs $240,000.00!

There is a better way! BDA utilizes a proven process to hire great salespeople that weeds out this 74% from the beginning and delivers a much higher-level candidate and likelihood of success. Most BDA sales hires reach the top half of their sales team within one year!

BDA Programs & Services

Marketing Strategy

Marketing strategy and Sales are like two sides of the same coin. In fact, all powerful sales programs rest on sound marketing strategies that answers the questions:

1. What makes my company different and better, and,
2. What pains that my prospect is experiencing does my strategy solve?

When marketing and sales are aligned, sales breakthroughs can occur. When they are not, building a business can be a slow, frustrating grind. At BDA we have created marketing strategies for scores of restorers that have allowed them to break through the clutter, communicate a powerful value proposition and drive the growth of their business without relying on TPAs, weather or good luck.

Sales Process Development

Businesses often don't understand that to go out and sell a service, there must be a step-by-step process for doing so. It must be based on sound marketing strategy, understanding the pains that are being "sold to" and how the company solves those pains.

Over 51% of companies evaluated by OMG lacked a formal, structured sales process!

Sales process development is often neglected, especially when a restorer wants to develop a new market or sell a new service. Doing the sales process development work first, dramatically increases the odds for success.

Sales Training & Coaching

Outside of BDA's proprietary restorer marketing programs, clients may have other sales training needs. In these cases, BDA provides results-oriented, customized, or module-based training—including building the sales process and sales programs that the training supports if needed.

This provides companies with a proven, practical road map for filling their prospecting pipelines, improving their closing ratios and increasing sales and profits.

BDA works with sales teams on an on-going basis, starting with the foundational principles of modern selling as well as sales processes specific to their selling environment. Extensive role playing and engaging training style keeps training interesting and effective!

BDA Programs & Services

Fractional Sales Management

Fractional Sales Management is a component of BDA's flagship programs but is also available on a stand-alone basis.

This is a great option when an organization is not yet able to support a full-time Sales Manager but understands the value of sales management to generate maximum ROI from the sales department.

A sales management system will be developed and implemented that can be utilized when you are ready to hire a full-time Sales Manager.

Website, Social, Inbound Lead Generation & Sales Automation

Today's Internet marketing is so much more than having a website and doing some SEO and SEM and maybe a little social media or even paying third-party vendors for leads.

While all of those are still part of the discipline, it has evolved into a blend of technologies, strategies and methodologies that can be overwhelming. You may need a resource that understands these new marketing tools and approaches that can guide you to developing a program optimized for your company's goals.

Customized Solutions

Our focus is restoration sales and profitable business growth. As any entrepreneur knows, very few aspects of running a business do not impact profitable business growth.

If you have a business challenge that you would like to discuss, we are happy to do so.

If we think we can help, we will explore how. If we think this is an issue outside of our specialization, we will do our best to recommend someone that can.

Other Services

Here is a partial list of other services we offer to our clients, individually or as part of a broader, bundled engagement:

- Building a High-Performance Company Culture
- Strategic Planning
- Financial Planning & Management
- Human Resource Outsourcing
- Tax & Profit Planning
- Legal Resources
- Exit Strategy

BDA Consultants

Mike McCabe, Consultant

Mike owned his own restoration business for 19 years until he successfully sold the franchise to his management staff which at the time was the largest office by revenue to be sold in North America.

He was recognized with many awards including twelve consecutive years as "Franchise of the Year" for highest sales in the network reaching $10 million in sales (avg. job of $7K) with an 11% net profit overseeing 50+ employees and multiple subcontractors.

He initiated many internal processes that were ultimately rolled out to the network as "best practices" and was the first in his network (and his province) to receive the "Master Restorer" and "Master Cleaner" designations.

Perhaps more importantly, Mike has run the gauntlet of this industry for 30 years and has the scars to show for it. And while going through some of the most difficult business challenges you can imagine, he has experienced growth and opportunities that he also could never have imagined.

Now he is committed to helping others by sharing his "scars" and helping clients utilize the processes that helped him overcome and then avoid them. His goal is to help owners manage and grow their businesses, enjoy a balanced work life structure while ultimately building a company that is attractive to sell on their terms.

You can reach Mike at (847) 386-6556 or mike@gobda.com

Tim Miller, Founder & CEO

Tim Miller is the "Restoration Sales Expert" and President of Business Development Associates, Inc. The company is the best in the world at creating referral and other sales programs for restoration contractors. BDA's clients have generated well over $100 million in new business so restorers can drive the growth of their own business and not be at the mercy of TPAs, weather or good luck!

In addition, BDA helps clients be sure that they not only grow top line sales revenue but also bottom-line net profits! This allows their business to create true wealth and allow owners the freedom they were seeking when they first started their business.

Says Miller, "Every day I wake up hoping to inspire business and sales leaders to take action to uncover and fix hidden sales and business problems and use that knowledge to transform their businesses, creating true wealth and achieving their dreams!"

Miller is a highly regarded expert in the industry and brings over 30 years of experience and a unique perspective to help restorers overcome their business challenges and level-up.

He speaks at multiple industry events and conferences throughout the year, is a published author in several industry trade magazines and serves on Cleaning & Restoration's Technical Advisory and Review Committee for Management and Marketing best practices for the cleaning and restoration industry.

You can reach Tim at (847) 386-6556 or tim@gobda.com.

Testimonials

"Hey, did I ever tell you that you're a ROCK STAR!!! Thank you again for all that you do helping me achieve great success in business, it is truly appreciated."

Thomas A. Laska, President
ICC Restoration & Cleaning Services

"Our work with BDA opened our eyes to opportunities that we hadn't even considered. Using their systems and training our business has more than tripled and continues to grow. We now do the program work we choose to do—not because we have to. If you are looking to grow your business, call BDA. It has changed our company.

Tim, when I think about the list of people that have changed my life—you're on it."

Dave Sweet, President
Midwest Remediation

"...you have helped develop the best business development team we have ever had. I have been in this business a long time and appreciate your unique approach. Appreciate all you have done and will do. We are a very satisfied client."

Cliff Ellis, President
Compleat Restorations

"Neither of my brothers or I will ever have to work another day in our lives if we don't want to thanks to the way you repositioned our company which made it an attractive target for acquisition. I told you in the beginning that we aren't big on saying thanks, but thanks!"

Dave Hanks, Partner
Bridgewater Corp./Interlink Supply