



# Get Your Groove On

## *The Laws of Double-Digit Profit*

# Groove

*An established routine or habit*

# The Laws of Double-Digit Profit

1. Work the Model
2. Win the Day
3. **Communicate in Rhythms**
4. Achieve the Call Goal
5. Dispatch to Maximize
6. **Be the Right Price**
7. **Live the Six Steps**
8. Build Long-Term Relationships

# Law 1: Work the Model

Sell to/work for the end user

One Day Jobs

One Trip Sales

No Accounts Receivable

No Line of Credit

# Law 2: Win the Day

Operating plan

Operating budget

Daily dynamic company goal

Communicate how every employee contributes to  
the daily goal

# Law 3: Communicate in Rhythm

Consistent communication structure that regulates  
the pulse of your company

Weekly Management Meeting

Daily Huddle – Review and Action

Weekly 1:1

Weekly Training

# Law 4: Achieve the Goal (Calls)

Bridges or Boarder Crossings?

Book every call (win the day)

# Law 5: Dispatch to Maximize

Maximize every opportunity

Right tech to the right call

Overbooking is an opportunity if handled with focus  
and integrity



# Law 6: Be the Right Price

Price owned by every employee

Allow and support their ability to deliver the highest level of quality

Quality of service dictates your price

# Law 7: Live the Six Steps – Part 1

## A Value Delivery System

# Law 7: Live the Six Steps – Part 1



# The Laws of Double-Digit Profit

1. Work the Model
2. Win the Day
3. **Communicate in Rhythms**
4. Achieve the Call Goal
5. Dispatch to Maximize
6. **Be the Right Price**
7. **Live the Six Steps**
8. Build Long Term Relationships

# Law 7: Live the Six Steps – Part 2

Be the company you want to work for

Lead by example – everyone is  
watching/following you

# Law 8: Build Long-Term Relationships

Build raving fans

Provide value after the transaction is completed

Going above and beyond stated expectations

# Ask Me Anything