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Marketing 101 - It All Starts With You, the Owner



The ***culture*** of your marketing plan/***company***
(it's hard to disengage the two), ***starts*** with
you the owner. ***Continue >***





You can say all you want to a prospect about all the wonderful things your company is capable of doing and what a great company you are, but the customer is going to find out real fast all about the real you.

Model the values you expect by treating people with dignity and respect. On a daily basis, strive to communicate openly, honestly, and consistently for the purpose of building trust. Trust is the foundation needed to take your team to higher levels of performance.

As the **owner** of the firm, your **employees** are going to be **looking** to you for the **example** on **how** they're going to **act** and **behave everyday**.

The culture you create in your company is going to impact everything. If you are actually a lousy owner running a mismanaged business, you provide a lousy place to work for your team, then the employees you have out on the jobsite and the people you have in the office are going to provide the customer a totally different reality compared to what your marketing is saying- and it's going to look like a sham to the customer. You will only have one chance to fool them. All the fancy brochures and web sites will be for naught.





The culture and environment you create manifests itself in a myriad of ways: your job foreman casually explains to the customer that the material delivery is late because you are probably late paying the bill- again (he doesn't mind throwing you under the bus); or that the crew didn't show because you can't get a dependable crew because the pay is so lousy; or the estimator you are treating poorly or screaming at doesn't really care if the job is making money or not- just if his next paycheck clears the bank.

Model the values you expect by treating people with dignity and respect.

Everything that you do in operating your company ties directly into the marketing of your company because it impacts how your people are going to treat everyone they interact with. We all know from experience that we've had things that we've wanted to keep quiet and our people are out on the job talking about it with the customer. There are no secrets in concrete construction.

As the owner of the firm, your employees are going to be looking to you for the example on how they're going to act and behave every day. They are going to act just like you act. As the owner of the company you're going to need to be on your best behavior at all times, ethical at all times, fair at all times, and thus marketing your company in the best possible light at all times.





Everything trickles down from you. Your company's customer service, your proposals, your purchasing, your field personnel showing up on the job, and leaving jobsites clean—all of these things are going to make your marketing plan real. The personality that your company presents to the world is yours. People don't care about you if you don't care about them.

Ways for you to create a positive culture in your organization:

1. Provide leadership (your attitude and style will set the tone – be positive)
2. Under-promise then over-deliver (set reasonable expectations)
3. Communicate openly and honestly (share the difficult stuff)
4. Listen, listen, then listen some more (talk with them, not to them)
5. Work with your team (don't send the message they work for you)
6. Treat everyone consistently (no matter how much you like or dislike them)
7. Help them grow (have a development plan for each employee)
8. Keep your commitments (do what you say)
9. Provide fair and competitive compensation (if the job takes five people, pay them like eight and work them like ten)
10. Make them think (involve your team in decisions that affect them)





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Your coworkers as marketers for your company.

Some of the best time that you'll invest is one-on-one time with employees. The Concrete Sherpa calls this windshield time.

You can get windshield time on the drive to a meeting with owners, or on your way to a job site. These are great times to be able to speak with people one-on-one, learn more about them and their dreams, and communicate about the company you are trying to create- and even ask them how you are doing.

This can't be done as a tactic or a strategy where you're going to act like this and just try to fool everybody. The real you is going to emanate through the pores in your skin and your people are going to pick up if you are a phony in a hundred different ways. So, you are never going to be able to fool people. And in the end you will be judged by your actions, not your words.



If you can reach the point where you and your employees are beating to the same drum, with goals that are aligned, and they like working for an honest, hardworking, and fair person, you are on your way towards success. There is much talk in the press about “the stockholders are first, then the customers, then the employees,” but that is what is wrong with corporate America today.

*The real order is **employees first**, customers second, then, finally, the stockholders.*

The real order is employees first, customers second, then, finally, the stockholders (I know, that is hard to swallow since as the owner you are the stockholder and you come last). But if you have energized and fired up employees, they will treat customers in a way that produces great customers and that’s going to be the best marketing you can ever have, and you are going to do just fine!

The moment a leader allows himself to become the primary reality people worry about, rather than reality being the primary reality, you have a recipe for mediocrity, or worse. -- [Jim Collins, Good to Great](#)



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SUMMIT DATE

This document reached the summit (was created) on December 22, 2004 and is based on the best information available to the Sherpa at that time. To check for updates please click here <http://www.ConcreteSherpa.com/m-101>.

NAVIGATION & USER TIPS

You can move around this guide by using your mouse or keyboard arrows. Left mouse button goes to the next page, right mouse button goes to previous page. Click on the right arrow (→) for the next page and the left arrow (←) to go the previous page.

KEYBOARD SHORT CUTS

	PC	MAC
Zoom in (Larger)	[Ctrl] [+]	[⌘] [+]
Zoom out	[Ctrl] [-]	[⌘] [-]
Full screen/normal screen view	[Ctrl] [L]	[⌘] [L]

ABOUT THE CONCRETE SHERPA

The Concrete Sherpa is a team of people that represent the experience, teaching and learning of our team members and other industry leaders *on a mission to make life better for the concrete contractor*. We are an idea center striving to deliver thought provoking ideas based on “Concrete Advice for Business and Life” to stimulate you to reach new heights. As a user, you should remember to consider all information you receive, here at the Concrete Sherpa or elsewhere, not as a *cast in concrete* recommendation, but rather as an idea for you to consider and ponder.



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THE JOURNEY LEADING TO THE CONCRETE SHERPA PROJECT

The Concrete Sherpa Project (A [Sherpa](#) is a “guide”) was born at The Concrete Network in mid 2004. Here is how it happened:

The biggest surprise, or gift, since starting The Concrete Network in 1999 has been the concrete contractor friends from around the country we’ve made and witnessing the passion they have for what they do. These people include Dave Pettigrew, up in the San Francisco Bay Area, or the Verlennich brothers in Minnesota, or Bob Harris in Georgia, the list goes on and on. It’s quite inspiring.

We were once asked, “How are you so excited every day about concrete?” Well the answer is simple, it is impossible to not be excited about concrete when you have the job we do—interacting with hundreds of concrete contractors from every state in the country.

The thing we’ve learned about concrete contractors is that most are passionate *craftsmen*—they are often less passionate and experienced in the “office stuff”. Human nature channels us to do what we are most comfortable with; learning how to use a new saw-cutting tool is comfortable; learning and implementing a new estimating strategy, or job management tool, is not so comfortable.





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THE JOURNEY CONTINUES...

So Sherpa was born to provide FREE and easy to use information on topics many Contractors are not too comfortable with.

- Concrete Sherpa is here to provide help to contractors who are often 'Lone Rangers' and don't have anyone to get solid business advice from.
- Concrete Sherpa is here to provide help for contractors who have to work too hard and too many hours in their business, and one day realize they need to work *on their business, not in their business*.
- Have fun with Concrete Sherpa and go faster towards reaching success than you might have on your own.
- To skeptics who think something free can't be valuable, or there must be a trick- visit Concrete Sherpa and decide for yourself.

We hope you make great use of the Concrete Sherpa and it helps you to become an awesome success for yourself, your family, your church, and your community.

VISIT THE CONCRETE SHERPA

To visit the Concrete Sherpa click here <http://www.ConcreteSherpa.com>.

