



# Monitoring Your Pace of Growth

As your concrete company is growing, your pace of **growth** has to be **monitored** and **controlled** very **closely**. In this Concrete Sherpa report, you'll see how rapid growth can happen (sometimes growth comes too fast), and what to do to maximize the growth opportunities in front of you (making more money instead of just getting out of control doing more work). [Continue >](#)



## Why Rapid Growth Happens

Rapid growth can happen to you because good contractors are hard to find. Your firm does good work, and does a good job of marketing, so customers are going to be turning to you to get the job done in more and more cases. They don't know when you should be saying no- you are in charge of yourself.

### ***Some customers are going to want you to work out of your service area!***

As your company gains traction in the marketplace, there are going to be magnetic forces tugging you to do things you shouldn't be doing: you are going to naturally lean towards taking on too much work because if five jobs is good- ten is better, right? There are going to be some customers who want you to take on too much of their work. Some of these customers are going to want you to work out of your service area. Customers are going to want you to do jobs that don't fit into your strengths- that don't quite add up for your company.

#### **How to Decline a Job Out of Your Area**

"I would like to do the job, Bill, but it's not in my area and I'm not really set up. I don't have the suppliers out there or the manpower to get there, and I'm going to have to pass on this one. " That wasn't too hard, was it!

When done with dignity and respect, in the end everyone is happier!





***Instead of feeling the stress of too much demand, growing too fast, and chasing your tail, do the type of things that are going to grow your firm into the type of company you want it to become. To do this takes profits-not busywork.***

Being wanted is extremely attractive and ego-building, and contractors can become very excited by being in demand (You've worked long and hard to be in demand). But, you have to tread very carefully when you start to work out of your window of your capabilities. You can start to get so panicky that, oh no, if I turn the job down or turn a customer away they might meet someone else and someone else might start doing their work and I might lose that account. But if you keep on producing outstanding results and growing your business in a sustainable, moderate fashion, you're going to be in high demand and all of these concerns are going to be for naught.

Keep to your plan as far as the types of jobs you do and where you're going to do them. Your business will thrive.

## **What to Do When Rapid Growth Looks You in the Eye**

With rapid growth, a panic can come about when the phone is ringing and you can't even get back to all the prospects that want you on the job. It can cause a substantial amount of stress. This actually needs to be looked at in a new light. You're now in the sweet spot. Now is the time to hone your knowledge of the jobs where you really make money, and which clients really make you money.

Raise the bar a touch on the type of work you'll take. Maybe you start to focus a little less on the customers who you don't do quite as well with and who take forever to pay you- even though they played a good role when you were starting up the business (they gave you a job when nobody else would). At this time, also start to reduce and then eliminate the types of projects where you don't make a strong profit.





Also, and what is going to be said here is against the laws of nature, you may want to take up your prices. Maybe you've wondered if you are worth more than you have been getting. This is the time to start putting out proposals with the prices up by a percent or three percent or five percent or maybe even ten percent. Let market equilibrium start to take place. You will be surprised at what happens.

## ***If your too busy you should consider taking up your prices!***

Listen to the Audio Version of this Guide [here](#) on the Concrete Network.

Instead of feeling the stress of too much demand, growing too fast, and chasing your tail, do the type of things that are going to grow your firm into the type of company you want it to become. To do this takes profits- not busywork.

Growth rates of 50%, 65%, 100% may happen in the first couple of years in the concrete business. But these rates of growth are going to be unsustainable for the long haul. Many successful concrete contractors aim for 10%- %30 growth per year. They have concluded that this is manageable and coincides with their ability to bring on qualified help and control cash flow. And at this level of growth they can be honing their business to make it more profitable and more fun, not just larger.





## *Sherpa info*

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## SUMMIT DATE

This document reached the summit (was created) on January 3, 2005 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/pace>.

## 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.



## *Sherpa info*

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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>.

