Monte Wyatt Client Success Stories

Jim Eaton

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Allegra Marketing Print Mail

Coach Gives Boost Before Business Sells

Retirement was on the horizon for Jim Eaton, owner of Allegra Marketing Print Mail in Urbandale, Iowa. He'd built a successful business, and was looking forward to enjoying his golden years outside the office. So why, then, would he seek out and hire a business coach?

"I didn't necessarily think about selling the business when we first hired Monte five years ago. Rather, it was because we didn't feel like we were getting the advice on leadership and current issues from our franchise group. We've owned the business for 17 years, and felt that it had a lot of growth potential," said Jim. "But we're glad we brought Monte on during that time. We grew not only professionally, but personally."

Small Steps Toward Big Change

ActionCOACH Business Coach Monte Wyatt first met with Jim at Allegra Marketing Print Mail to establish a plan for the upcoming year. And while Jim anticipated Monte's ability to formulate a strategy to improve business processes and increase sales, he experienced personal growth as well.

"At that planning meeting we had, the first one, I was dominating, and looking to go in one direction. By the time we got out of the meeting, I realized there were other directions to go. Monte helped steer me where we needed to go," said Jim. "I would describe my personality as Type A: strong. Monte has helped me change that. I look at things differently than I did five years ago."

This new perspective helped Jim work through a challenging situation when sales weren't where they needed to be. After a bad sales quarter, Jim's first instinct was to cut back on sales staff, but his Client Experience Director, daughter Amy Eaton, had a different idea.

ActionCOACH Monte Wyatt Client Success Stories

Monte Wyatt is one of the top ActionCOACH Business Coaches in the world.

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"I told Amy we'd have to cut back on salespeople, and before, she might have just gone through with it even if she didn't think it was the right thing to do. But Monte worked with Amy to develop her own leadership style and he told her to push back on me, to tell me it wasn't a good idea. So instead, she suggested we have a phone call blitz. The entire sales team closed their doors and got on the phone to reacquaint themselves with customers. It was the best decision we could have made," said Jim.

Amy is staying on after Jim retires, and has benefited immensely from her work with Monte.

"Monte has done an excellent job coaching her in sales. He talks to her weekly and discusses issues she's had with how to approach certain opportunities with customers. Monte has expertise in that area that I don't," said Jim. "He also works with Pat Rhoades, my business partner, and production manager. He's staying on after the business sells, and this approach to coaching has allowed the business to grow in every direction."

Power of Processes, Procedures

Prior to working with Monte, Jim expected help with growing his business, but he didn't expect the extent to which Monte went to help build better internal structure.

"I was surprised by the level of guidance Monte provided by looking at more issues and opportunities than I had been used to doing. He helped us put a lot of processes and procedures in place we didn't have prior to his coaching, like measurement tools," said Jim. "These tools have helped our employees become more involved. We meet weekly with employees, and they come to us with what their KPIs are, and ask for help when necessary. Interestingly, I even thought of Monte's approach when watching football. Monte is a huge Iowa State Football fan, and their new coach continually talks about the importance of the process. If you buy into it will pay off."

Sounding Board Provides Stability, Strength

Navigating the steps to growing a business aren't easy, and neither is the decision to sell something you've invested so much time in.

"I use Monte a lot as a sounding board. When we made this decision to sell the company, he was the first phone call I made. We discussed different methods of selling, and talked about what the asking price should be. I've also had several discussions with him prior to signing letter of intent. We're closing on the sale soon, and I feel very confident about the decisions we've made along the way. I have Monte to thank for that," said Jim.

Allegra Marketing Print Mail is strong and ready for new ownership, something Jim can consider as a lasting legacy.

"We were in a better position when we decided to sell. I was trying to have the company go out strong, and Monte guided us to that," said Jim. "And really, you get out of it as much as you put into it. You've got to be willing to sit down and be very open with yourself. It's kind of like having a personal trainer, and you've got to put in the work. It will pay off in the end."

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