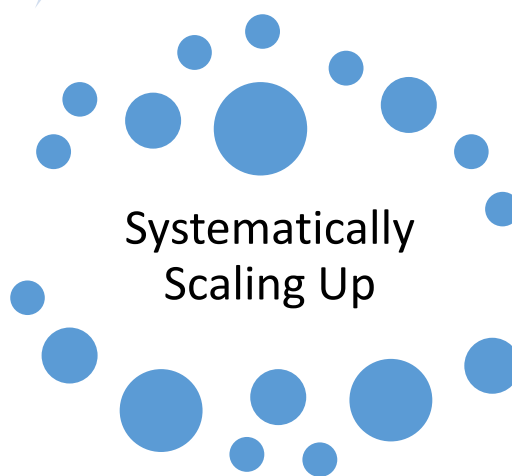




# Surge Your Sales



Systematically  
Scaling Up



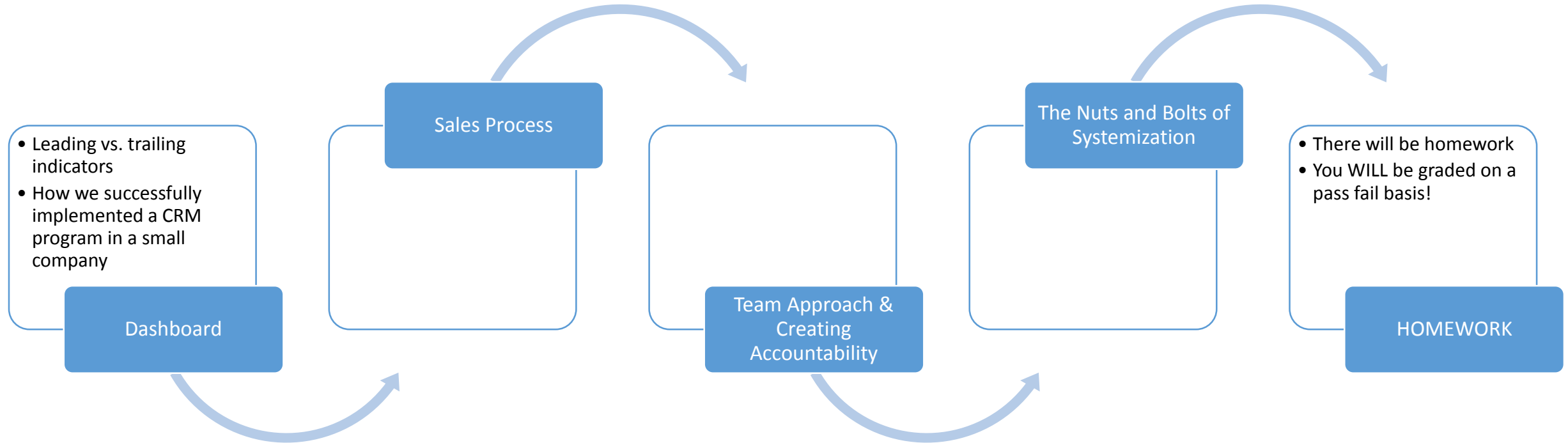
Growing a  
Custom  
Cabinet or  
Closet  
Business



*Cabinet Makers Association*

**Cabinets  
& Closets**  
*Conference & Expo*

# What We Are Going To Cover



# Company History



Company

Bio

First glimpse of CRM and the beginning of the systematic approach



*Cabinet Makers Association*

# The Problem

The glass ceiling



Hip shooting

“How’d we do?” approach

Reactive vs. proactive



Feeling good  
Why?



# Why?



Why would you buy here?



Why would you work here?



Why am I here?



What's the plan?



# The Vision



# The Goals



# The Rev. Limiter

Too many ideas,  
not enough  
people making  
all my great  
ideas happen  
now!

Sound  
familiar?







Solutions Phase



# Sales Process

Map it out:

- Initial Contact
- Plan to Quote
- Follow Up
- Review Plans/Quote
- Site Visit



# Score Card and Goals Refining

How much business do I want to do this year?

- \$2,500,000

How much do I need to sell each week to get to that point?

- \$48,000/week

**Reality check:** Can we sell and deliver this?

- Okay, let's sell and build \$48k/week every week.

What's our close rate?

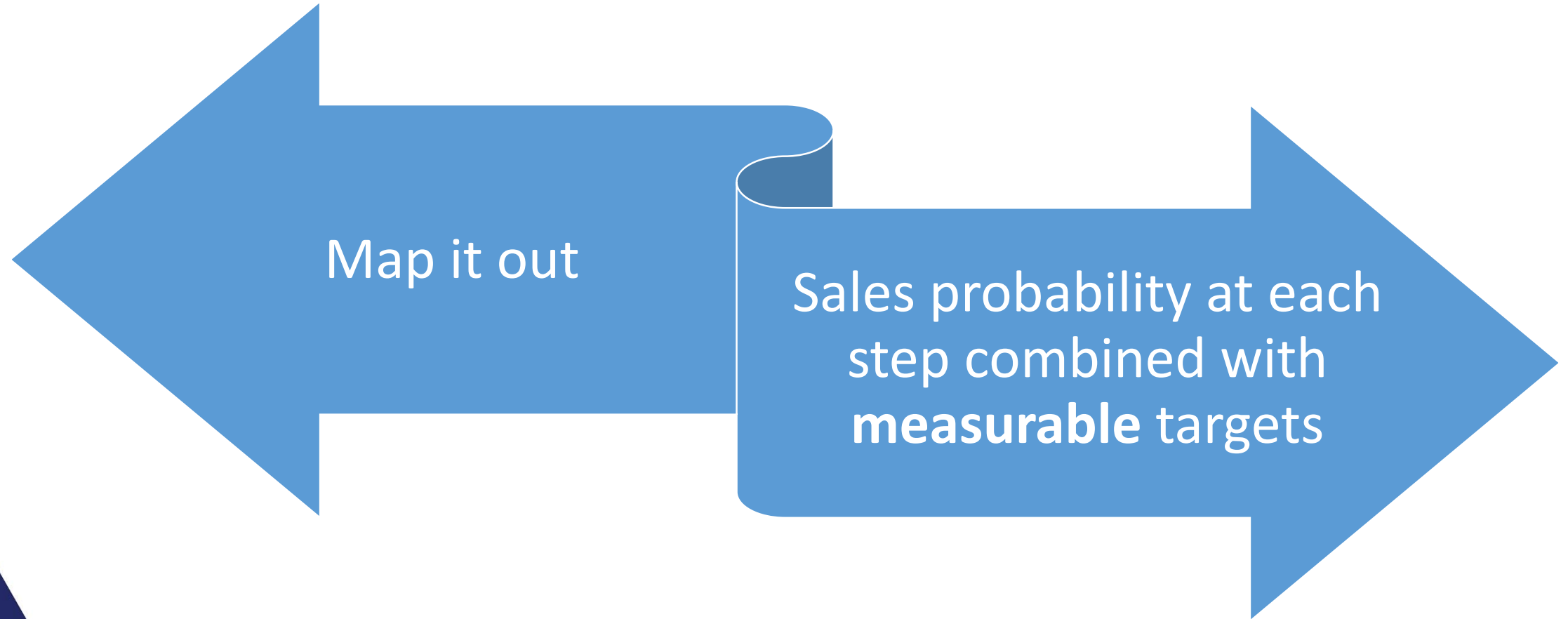
- 50%

Minimum weekly quote needed?

- \$96k in order meet minimum sales target of \$48k



# Return to Sales Process



# Scorecard

New builder/designer/ referral contact

Keep in touch

PR hits/blog posts published

Trade networking event

Activities

New leads

Total amount bid

Weekly sales

Sales this quarter

Projected sales this quarter

Upcoming deliveries rescheduled

Non-billable work orders/couriers

Late employees

Employees out

Customer complaints/warranty

Active leads not bid within one week

Closet leads

Overtime hours for production

Paint shortages

Mis-orders/late orders

Throughput



# Weekly Leadership Team Meeting

Review scorecard

Work through 3-5 weekly issues

Leave with the week's TO DO list

- SMART goals
- Deadline: typically a week



# Weekly Leadership Team Meeting

Accountability

Quarterly goals  
(strictly limited)

- BIG PROCESS to distill down to the 3-4 most impactful items

Timed meeting agenda

Same time

Review to do's scorecard

IDS

Cascading messages  
between Ops. teams

Score the meeting



# Shop Operations Team

Same format

Open book policy

Empowered and taking ownership





# Who We Are – Who Are We?

## Values

- Core values that we live by and are defined by

## Uniqueness

- What makes us different

## Measurables

- Sales/employee
- Metrics sheet
- Clear performance expectations

## Target Market

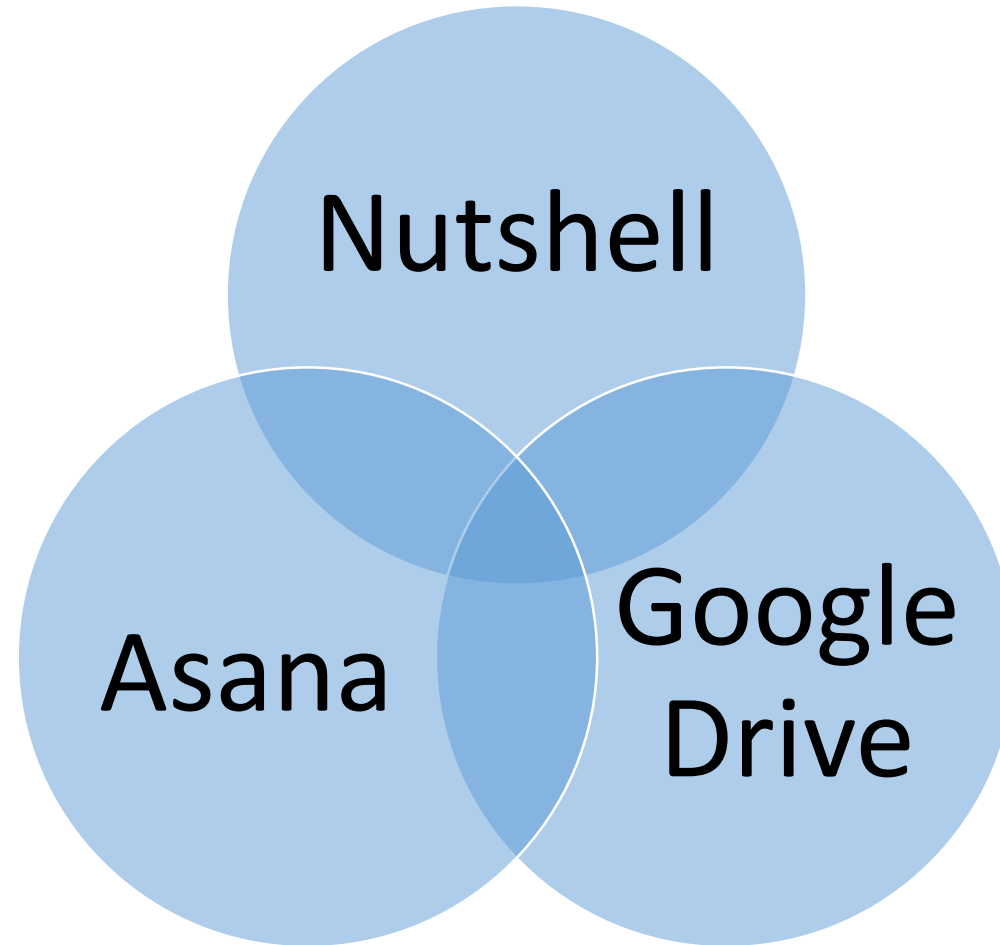
- Who we work for and why
- Who we avoid and why
- Ideal customer profile



# In Summary



# Business Apps



# Reading List



*Traction* by Gino Wickman



*Duct Tape Marketing* by John Jantsch



*Who* by Geoff Smart



*E-Myth Revisited* by Michael Gerber



*The Spirit of St. Louis* by Charles A. Lindberg



# Other Resources

SBA

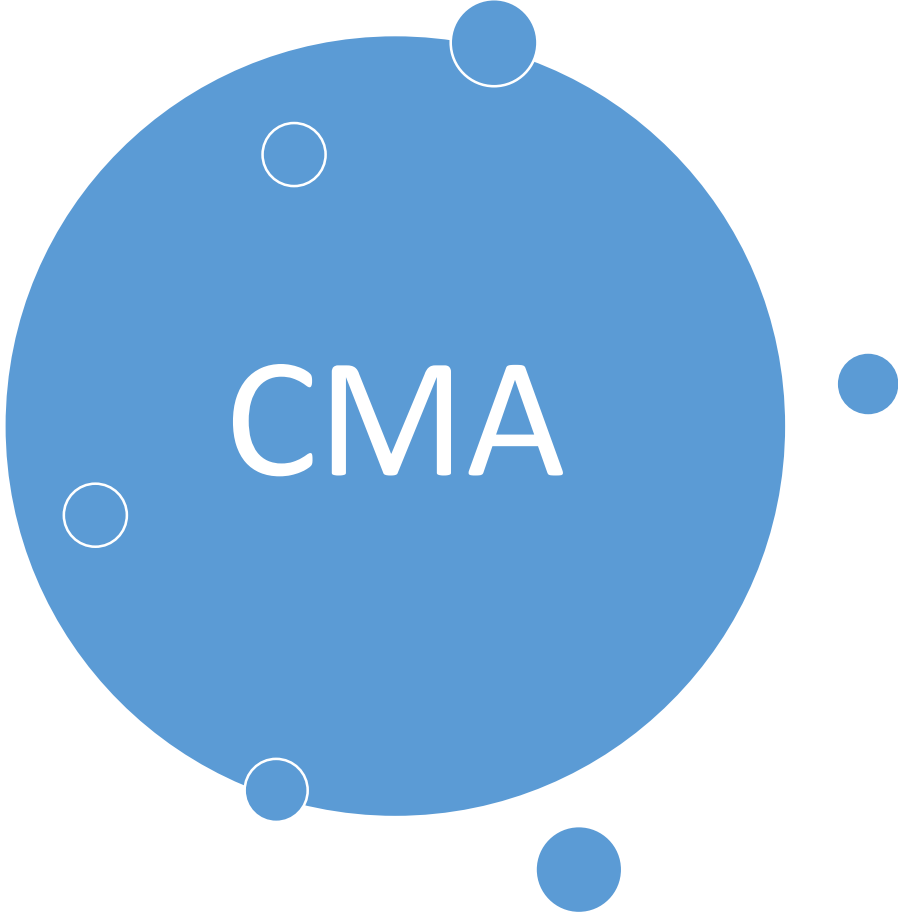
- Emerging Leaders program

Goldman Sachs

- 10k SB



# Trade Associations



# Thank You

Matt Krig

Northland Woodworks Inc.

[matt@northlandwoodworksinc.com](mailto:matt@northlandwoodworksinc.com)



*Cabinet Makers Association*

**Cabinets  
& Closets**  
*Conference & Expo*