



**SPECTRUM COACH**  
SALES | OPERATIONS



## **Spectrum Coach** - designed to help you grow your construction business

### **We partner with you so you can sell more homes**

Our Builder programs are designed to understand your business intimately, this allows us to provide the focused, dedicated support that we hold to high standards to all our clients.

When we first meet with you, we take the time to really understand what you want for your construction business. In this way, we can provide you with focused, dedicated support to help you sell more homes.

We understand that every business is different, and will have different needs. Choose one of our services or choose them all – whatever works for you and your business.

**We provide services 5 core areas, Sales, Marketing, Operations, Home designs and Business Coaching. You have the choice to select all programs or choose the one that suits your business.**

### **Testimonial**

**Jim Carroll - Director / Owner | J&J Carroll Builders / Hotondo Homes - Albury Wodonga**

*“Our building company has engaged the services of Spectrum Coach over a period of 18 months. During this time, Fred has shown a thorough knowledge of the residential building industry & I have found the advice & training that he has given, not only to staff, but myself personally, very practical & easy to implement into our day-to-day running of the Business. This has not only resulted in increased sales but has also equipped us with a plan to manage our increased workload thus increasing our bottom line.*

*We look forward to continuing our relationship, advise & training into the future with Spectrum Coach”*



## Sales

Without sales, you don't have a business. Our training gives you guidance at a micro level, arming you with specific strategies that are proven to close sales.

- **Dedicated new home specialist** – we can act as the sales arm of your business or provide you with the training and know how to do it yourself.
- **Customised sales documentation** – professional, branded material with your company logo
- **Customised sales training** – let us train you and/or your team on how to close more sales using proven strategies.



## Operations

Your front end and back end operations are key to turning a profit. From taking the initial sale to getting to a site start, we have designed processes that improve efficiencies, increase profits, and that are easily adopted, helping you to manage your jobs more effectively.

- **Customised operations documentation** – created after consultation with you, providing a road map for your staff to improve efficiencies in house and on site.
- **Customised workflow** – specific to your business, workflow documents detail your process so projects are undertaken to the highest standard.
- **Access to suppliers** – Spectrum Coach have a huge network of suppliers for you to tap into, including framing, appliances, construction law, and more.



## Design & Drafting

Our extensive design library has a range of plans you can use to sell your new homes, and are fully customisable. Our training will equip you with the tools you need to sell these plans based on their respective features and benefits. Need a custom design? We can do that too.

- **PDF working drawings**
- **Marketing documents**
- **Drafting service (Terms & Conditions apply)**



## Marketing

You're busy doing what you do best – building homes. Let our in-house team help you market your business so you can do more of what you love. We can guide you through marketing your brand, generating leads, and can even help you build a website. We can also manage your social media, including writing content and posting on your social media pages.

- **Customised marketing strategies covering branding, digital and social media**
- **Social media management, including writing content and posting imagery**
- **Cost effective marketing options for your new homes business** – outsourcing is not as expensive as you might think!



## General Business

We get it - running a new homes business is complicated. As the business owner, you have to be across every aspect, and not all of them are going to be your specialty. Our general business coaching gives you a team that are skilled in all areas of business, from construction to finance.

- **Construction finance**
- **Suppliers**
- **Project Management**
- **On site workflow**
- **Human Resources**