



SPECTRUM COACH

SALES | OPERATIONS

Your Building Experts

Looking for a practical solution tailored to your individual needs



ABOUT SPECTRUM COACH

Spectrum Coach is a unique, consultative service designed to teach you the skills you didn't even know you needed to run your successful business. Specialising in the new homes industry with a strong focus on all aspects of Sales including strategies, management and workflow to ensure you have the skills and knowledge to make the most out of your teams. After discovering a clear gap in the market, Spectrum Coach was created to provide builders with the tools to sell their homes and effectively manage their workflow.

Priding itself on its expertise and passion, Spectrum Coach was established to provide training and mentoring services to independent Australian builders. Fred Abu-Elias is the Principal Coach of Spectrum Coach. Backed by extensive knowledge in the new homes industry and a team that all have experience in this field, Spectrum Coach offers support and resources that will help builders grow their business.

The team at Spectrum Coach have led teams and mentored new home sales consultants. They understand what is required to be a successful new home sales consultant in Australia's new home industry. The team has delivered sales strategies and techniques to suit a number of markets, which resulted in increased sales, and ultimately, overall performance in each business.



Fred Abu-Elias
Managing Director

Join a group of like minded builders



OUR SERVICES

Join the Spectrum Family and have a support office guide you through the journey of growing your construction business. We are a coaching company with an edge - we don't just coach, we give you the tools and support to help you grow your business.

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.



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.

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.

- ✓ **Dedicated drafting service**
- ✓ **House and Specifications**
- ✓ **Internal and external 3D renders**
- ✓ **Home designs**



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!

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 speciality. Our general business coaching gives you a team that are skilled in all areas of business, from sales to estimating.

- ✓ **Suppliers**
- ✓ **Human Resources**
- ✓ **Finance**





SPECTRUM COACH SUPPORT

Each business has different services that they require to grow their business, they also require a different way to be coached, therefore we have developed different ways of being coached through our services that we offer.

Spectrum Personal

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.

Spectrum Workshops

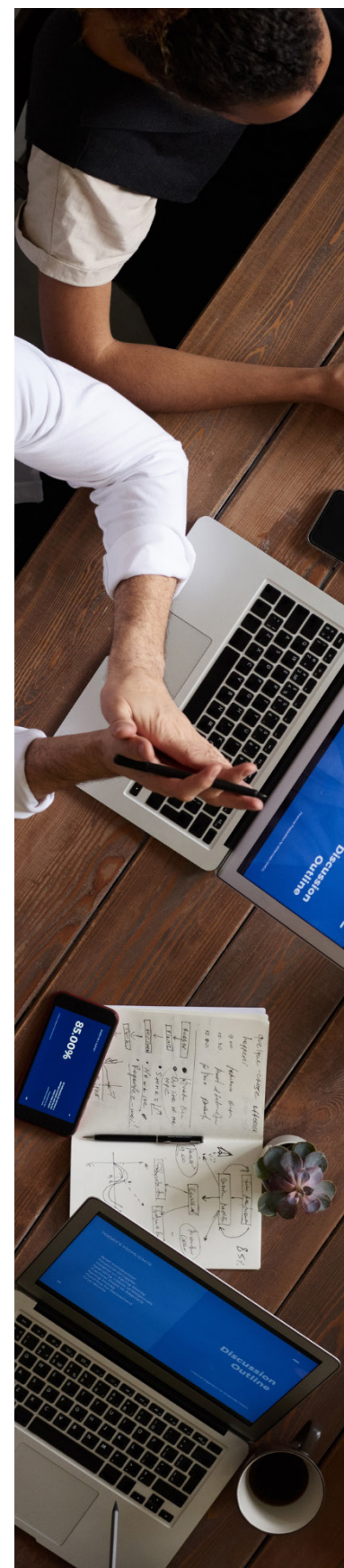
A group learning environment can be a great way to strengthen team bonds and identify ways to work collaboratively to achieve a common goal. We offer custom-designed workshops for Sales/Operational and Marketing Professionals, working with you to tailor a workshop to meet your business needs and improvements.

Spectrum Coach will spend half a day or full days training your team on topics such as:

- ✓ Understanding the customer journey
- ✓ Develop call-to-action sales campaigns
- ✓ Why nurturing leads is important
- ✓ Managing your funnel and maximising opportunity
- ✓ Effective closing techniques
- ✓ Improving your conversion rates and sales performance

Spectrum Collaboration

The builder Collaboration program allows you to join a group of builders and on a regular basis get together to mix and listen to trainers from sales to construction law. You will also have access to systems that will allow you to grow your business. Being part of the collaboration group allows you access to our exclusive portal to access the tools to build and manage your business.





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TESTIMONIALS

Fred has been working with me for the past 12 months to help refine my sales process, regain control of my sales, and give me a strategy behind each lead that comes in. Fred is really transparent, easy to work with, and he works with what you already have in place. He doesn't come in and try and re-write the rules, he just works with what you've got to help you build on your sales process.

Dave Maiolo
RODA Developments

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.

Jim Carroll
J&J Carroll Builders

Fred Abu-Elias provided our company with training that delivered some great suggestions and techniques to enable our sales managers to get the best out of our team. Our company was able to achieve growth and hit sales targets by Fred successfully managing our sales team. They designed and helped us implement a strategic business plan that expanded our company's customer base. We were able to set achievable and stretch sales targets individually and as a team. Fred ensured that our company had adequate and suitable resources to reach our company's goals. We were able to organise and coordinate operations in ways that ensured maximum productivity as well as giving our employees feedback to improve efficiency and effectiveness. We would highly recommend Fred to any business. We are amazed at the growth our company has been able to achieve through the guidance of support of Fred.

Adam Sturt
Hotondo Homes Southcoast



FREQUENTLY ASKED QUESTIONS

What is the initial investment?

There is no initial investment. You will receive a 90-minute complimentary session so we can ensure that we understand your business and to see which service suits you.

What are the ongoing fees?

Your ongoing fees are based on the service you select. After our initial consultation, we will provide you with a scope of works and a fee proposal. The service and fee are both based around what you need to grow your new homes business.

What services do you provide?

Spectrum services include:

- ✓ Sales and operations support
- ✓ Marketing and design
- ✓ Project management
- ✓ Construction
- ✓ Construction law
- ✓ Finance

Is training provided?

Yes definitely! Training is provided. This is dependent on what service offering you choose.

Do I need to change my business name?

No. We understand that for many years you have spent time and money on your business name and building your brand, so it would not benefit you to change your business name. We prefer to work with what we have and improve upon it.

Why should I join the Spectrum family?

Joining the Spectrum family allows you to have resources at your fingertips and be introduced to likeminded builders that like to collaborate and learn from each other.

Joining a group/coach to help you with your business can be a difficult decision, so here are some reasons to help make the choice a little easier

Joining the Spectrum family allows you to have resources at your fingertips and be introduced to likeminded builders that like to collaborate and learn from each other.

1. We have specialists in all areas of this industry to help you grow your business, and we have all worked in the new homes industry.
2. You choose the service you want based on what your business needs
3. You don't have to change your business model - we use the foundation that you have already laid and build on it





BUSINESS SUPPLIERS

A solid relationship of mutual respect has been formed between Spectrum Coach and the businesses listed below. They all meet the high standards expected by us and a desire to help our clients expectations.

The image displays a collection of business supplier logos arranged in a grid-like structure with green borders. The logos are organized as follows:

- Row 1:** SPECTRUM LAWYERS & CONSULTANTS, JamesHardie™, laisplan design group
- Row 2:** CLIPSAL® by Schneider Electric, essastone®
- Row 3:** CELEBRATING 100 YEARS DOWELL INNOVATION - QUALITY - SERVICE, KITELEYS ROOFING & BUILDING SOLUTIONS SINCE 1957, Laminex®
- Row 4:** smartline personal mortgage advisers, VELUX®
- Row 5:** BEAUMONT TILES, smeg, BLANCO
- Row 6:** origin, b&d
- Row 7:** Chromagen™ Solar & Energy Solutions, Rinnai, Winning commercial





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