

## COACHING DYNAMICS' CASE STUDY



### Who is the client and in what industry?

#### AV UK Limited

AV UK is an Aerial and Satellite company with extensive installation experience in all types of properties and are approved to install Sky Television into houses, apartments, flats, schools and colleges. AV UK employ teams of telesales staff, admin staff, engineers, operations staff, door to door sales people and a management team.



### Programmes undertaken with Coaching Dynamics

Business Coaching via Growth Accelerator Programme;  
Management Training  
DISC Personality Profiling  
Executive and Management Team Coaching



Tina Dulieu, B.Ed. DipCEC

### Reasons for working with Coaching Dynamics

AV UK are an extremely successful installer of Sky Satellites but felt that they should strengthen their company's future security by diversifying into other markets to run alongside their Sky contractual obligations. The aim was to double their multi-million pound turnover within three years.

### What was the process?

Tina is a registered and approved Growth Coach for Growth Accelerator, a Government co-funded scheme to help entrepreneurial businesses grow. Tina could see that with the correct strategic plan for growth, there was every reason to believe that AV UK could achieve their vision. Tina referred Director Hilary Westgarth to Growth Accelerator and the company was accepted onto the scheme.

The six month business coaching programme began in October 2012 and we began with the strategic planning for the next three years using an Orbit Strategic Diagram and Breakthrough Planner. This incorporated plans to develop two new arms to the business (one in 2013 and one in 2014) and offer a new service to existing customers. Very exciting!

Next the focus was on sales and marketing, defining the blend of business, profitability of each blend and creating a 12 month marketing strategy and plan of action for the current business and the new businesses. Use of DISC Personality Profiling (Tina is a specialist in this) ensured that the recruiting of appropriate staff with the best personality fit for the new roles and company were engaged. The new staffing and management structure was also redefined.

### What was the outcome?

Exciting progress! During 2013 the first new company Transforming Telesales was formed by initially utilising the excellent skills and expertise of the telesales team and then by recruiting as business grew. Transforming Telesales offers telesales for other businesses making up to 300 calls a day generating appointments and representing other companies in sales calls. The second business is on track to launch in 2014 (as of November 2013) and the preparation is in place for the new service. In addition, Sky recognised AV UK's further success and expanded their contractual obligations considerably.



Management Team, AV UK Ltd  
[www.avuk.biz](http://www.avuk.biz)

### Client comment

'Tina, you have worked with me and our managers to help our business grow, certainly "challenging us to be successful". Your support has always been helpful and structured and we would certainly not have grown as successfully without your help. We particularly found the DISC profiling beneficial and, as you know, use this in our recruitment.

### Tina's comment

'Hilary and her Management Team at AV UK are amazing to work with. They are dynamic, forward thinking and make things happen quickly, not being afraid to test the water and overcome challenges to be even stronger and ever more successful. They are indeed a pleasure to work with!'