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Testimonial for Rudi Jansen of Kando Business Coaching.

**In The Middle Of a Recession Sales Increased By 350% In 9 Months
And I Am Learning How To Get My Team To Run The Business
When I Am Not Here.**

1. What made you originally consider having Rudi as your Business Coach?

It was by recommendation. I was having a discussion on how to manage a team when I am not in the office much and Rudi was recommended.

2. What needs, frustrations, or fear motivated you to invest in coaching with Rudi?

I was at a point where I wanted to grow my business. So my main challenges were marketing, sales and management issues. On the one hand – how to market and sell more effectively whilst on the other hand manage a team when I am away from the office when I am focusing my time on marketing and selling.

3. What concerns did you have about investing in coaching with Rudi?

Cost is always a concern. My main concern was **“Would it be value for money?”**
And that has been YES.

4. What did you want to achieve in your business as a result of your investment in coaching?

I wanted to move my business forward quickly.

I have a big dream – and despite the recession, my goal was to increase my monthly sales by 400% in this year.

Thanks to the coaching, we are now in month 9 of this year – and the financials show that sales have increased by a very real 350% so far already.

And with the coaching, I believe that this huge growth will continue for my business.

5. How has coaching with Rudi changed you as a person?

It has definitely made me more business-minded. It has made me much more prepared to look at things from a hard cold business perspective. Being a solicitor, I thought I was very much like that at the start of the coaching but the coaching certainly has made me even more so.

One example of this - I had a staffing situation where the coaching really helped me to resolve the situation much quicker and effectively than I may have done without it.

6. What have been the biggest changes you've experienced in your business since the coaching started?

Marketing – this is now much better, more organized, more systemized.

Through the coaching we developed a step-by-step system which we use to recruit our top targets as clients. The system is very specific all the way from the initial sending out of marketing materials to how we follow that up and what we say to eventually recruit our top targets as clients.

Sales - I've learned how to structure a sales meeting and take control of it. I've become conscious of how to sell our services to clients very effectively – and this has definitely helped in the fact that our monthly sales had increased by 350%!

Team building – having the team run the business when I am not in the office has been another very important change for me.

7. If you were speaking to another business owner, complete the following sentence: "As your coach, Rudi will..."

Help you achieve what you want to with your business.

Expand and help you grow your business quickly.

Get you to go on holidays.

8. What would you say to other business owners considering working with Rudi?

I'll say: "Do it!"

He will help you and it is certainly money well spent. He will help you achieve what you want to achieve.

Rudi's coaching style will suit most people – it is encouraging and supportive.

He challenges people, but doesn't criticize.



Clare Brady
Managing Director