SMARTer Entrepreneurs

THE SMARTER SYSTEM

Build a business that achieves what you want it to.

Coaching and mentoring for owners of service businesses, £500K to £10M turnover.

Your business has grown. Has the way you run it grown with it?

Most service businesses grow one decision at a time: another client, another hire, another service, another system. Eventually the owner looks up and realises they have built a bigger business, but not necessarily a better one.

Signs you may recognise

- Everything still comes back to you.
- New work depends on you, or on one or two people.
- Delivery has not kept pace with what sales promise.
- You are busy, but not sure which clients and services make the money.
- Costs are rising faster than your prices.

What owners usually want

01 A business that makes the money it should, not just more turnover.

02 Your time back, with less coming back to you.

03 A team that runs things well without you in every conversation.

04 A business worth more, when you choose to step back.

You decide which matter most. Everything we do is measured against the goals you set.

Who this is for

Owners and leadership teams of service businesses, usually £500K to £10M turnover. The business is basically sound. You are brilliant at the work, would rather not be the only one selling it, and are willing to work on the business steadily and systematically.

Not the right fit if

The business needs rescuing in the next few weeks. A turnaround specialist or your accountant is a better first call, and I am happy to say so. Nor is this for anyone looking for someone to do the work for them.

THE SMARTER SYSTEM

One coach and mentor for the whole business, with proven practice behind every part of it.

The SMARTer System looks at your business through ten key areas. They are connected, so a problem in one usually shows up in another: sales promise what delivery cannot keep, or growth outruns the cash to pay for it.



Direction and leadership

Where the business is going, what success means to you, and how it is led.



Marketing

Who the business is for, what it is known for, and how it stays visible.



Sales

Turning opportunities into profitable work, without it all resting on you.



Clients

Keeping clients, doing more for them, and being recommended.



Service delivery

Where the promise becomes reality: quality, capacity and margin.



People

Roles, managers, delegation and succession.



Finance and commercial management

Understanding the economics of the business, and using them to decide.



Systems and technology

Whether the way the business works has kept pace with its growth.



Risk and resilience

What could seriously disrupt the business, kept practical.



Continuous improvement

Whether the business learns, and gets better on purpose.

The ten key areas are the map. Your business, and what you want from it, decides the journey.

We only ever work on the two or three areas that would make the biggest difference to you. Where winning and keeping clients is the gap, the system goes deepest of all.

How I work

Most of the time I coach: the answers are yours to find. Where my experience adds something, I mentor. Where neither of us has a reference point, I bring proven practice. You always know which you are getting.

COACH

“What do you think?”

Questions that help you see the business clearly and decide for yourself.

MENTOR

“Here’s what I’ve seen.”

Thirty years of frontline commercial experience, offered when it helps.

PROVEN PRACTICE

“Here’s what good looks like.”

Practice that works in businesses like yours, in every one of the ten key areas.

Goals from the first session

We agree what success looks like and how we will measure it, then check it at the midpoint and at the end.

Clear progress within 90 days

By day 90 you will know which areas matter most, have goals and a plan for them, and see measured progress.

A specialist when you need one

Some questions need an accountant, an employment adviser or a lawyer. I help you brief the right person.

On Zoom, around your week

Sessions of 90 minutes, with short check-ins between them so momentum does not depend on the calendar.

What you can count on

- What you tell me stays confidential.
- If a manager joins, we agree up front what you will be told and what stays private.
- When we finish, you leave with a plan for carrying on.
- The tools, practice cards and plans we use are yours to keep.
- I work to the Global Code of Ethics, signed by the ABM and the EMCC, and my work is professionally supervised.
- No referral fees, ever, so my advice is never coloured by commission.

The engagement is designed to end. The capability is designed to stay.

Ways to work together

Start with something free. Go as far as is useful, and no further. Prices are shown so you do not have to ask.

Ten key areas review — Free

Fifteen minutes online. See how each area is working and which two or three matter most.

Discovery Call — Free

Forty-five minutes to an hour on Zoom. The time is spent on your business, not on what I sell.

SMARTer Business Review

From £750

One-off

A proper look at the whole business. Half a day on Zoom across the ten key areas, then a written summary: your top two or three priorities, goals for them, and a first 90-day plan.

If you don't think it was worth the fee, you don't pay it. The full cost comes off the Programme if you go ahead within 30 days.

SMARTer Programme

From £1,500 a month

Six months

Six months of focused work on the areas that matter most to you. It opens with the Business Review, then two 90-minute sessions a month, check-ins between them, a midpoint review and a closing review against your goals.

If you are not seeing progress after 90 days, you can stop with no further fees.

SMARTer Mentoring

From £400 a month

Three months, then monthly

An experienced person to think with, once a month for 90 minutes, with a short message between sessions when you need a second opinion. The way to keep the capability in place once the main work is done.

Reviewed every three months: does it still earn its place?

Not sure where to start?

Curious: take the review.

Want a plan: the Business Review.

Want to talk: book a Discovery Call.

Ready for change: the Programme.

Guide prices, with no VAT to add. Every engagement starts with a short written agreement in plain English. The final price depends on the size and complexity of the business and is confirmed in writing before we start. Leadership team members are welcome on the Review and the Programme.



Simon Hale

Founder, SMARTer Entrepreneurs

Thirty years in frontline commercial roles, including Oracle, Infor and Lawson, and three businesses built from scratch. I have sat where you sit: winning the work, delivering it and running the business at the same time.

- ILM Level 5 qualified in coaching and mentoring
- Approved mentor on Help to Grow: Management
- Member of the Association of Business Mentors
- Working towards EMCC accreditation at Practitioner level

Where my experience runs out, proven practice takes over. Where both run out, a specialist does.

My promise

I won't promise revenue or results, because nobody honest can. I don't do the work for you, and I don't offer open-ended coaching with no goals. What I will do is help you see clearly, decide well and follow through.

Ready when you are

STEP ONE

Book a Discovery Call

Forty-five minutes to an hour on Zoom. We spend the time on your business, not on what I sell.

OR START HERE

Take the ten key areas review

Fifteen minutes, free, online. A first view of which areas matter most to you.

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