

Success Story: **DALLAS COOLEY**

Despite continuing successes, there were challenges in Dallas' business—so many that Dallas grew tired of solving them. Solving challenges not only took up valuable business time, but inhibited positive revenue growth. More importantly, he would soon learn to prevent these challenges—and that they need not have occurred in the first place.

Dallas knew there was more to running a business than letting his business run him and knew he had to do something to find that key to success... he found Coach Chuck Bauer!

What Happened Was An Amazing...

48% Gross Revenue
Increase!

“After coaching with Chuck for over one year, I felt comfortable enough to refer him to our other family business interests here in Northern Georgia. Those businesses and their personnel have significantly benefitted from his expertise and fresh approach to business ownership and sales. To this day we continue to benefit by using Coach Chuck and his services.”

—Dallas Cooley, President, Georgia Powder Coating

Work Smart, Make More, In Less Time!
More Sales Successes May Be Found At:
chuckbauer.com/success



Pre-Coaching Challenges

- Winging It
- No Daily Disciplines
- No Accountability
- No Marketing Campaign
- Haphazard Proposal Delivery
- No Sales Platform
- No Referral Program
- No Follow Up System

Major Accomplishments Since Starting Coaching

- **PROFIT MARGINS DOUBLED**
- A SET Marketing System Implemented
- Personal & Professional Goals Written
- Advanced Closing Tactics Applied
- 80%+ Conversion Rate (Proposal to Sale)
- Improved Company Image
- Excelled in Coach Chuck's 8 Keys to Extraordinary Success

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