



BOUNCING THE BALL DIFFERENTLY

By Jeff Fenner

At the PCT **Top 100 Awards Ceremony and Executive Summit** in June, owners learned how to change their business game plan to achieve championship results.

The worlds of sports and business often intersect both in theory and reality. What makes an athlete or business owner or CEO successful? It comes down to one shared trait — competition.

At the Top 100 Awards Ceremony and Executive Summit in San Diego in June, business consultant Gary Williams, CEO and founder of wRatings, told attendees that competition drives not only professional and Olympic athletes to achieve new heights but also motivates business owners to win at their game.

“Sports and business are alike in that the great teams or companies are places where people want to come to work,” says Williams. “They are all looking to be part of something great.”

While sports provide a clearer and more immediate answer as to who is the best based on the final score, businesses

go through the same process of identifying and studying competitors to label strengths and weaknesses, and map a plan for success.

Williams also says the team concept is not reserved solely for the football or soccer field but can be used in the boardroom as well.

“The first thing I tell companies looking to rebound from poor sales or performance is to look at their staff and harness the competitive nature in them,” says Williams. “Companies need employees with varied skill sets to create a team and they need people who buy into the team concept.”

Managers must avoid assembling a team and then putting them in front of customers without the proper coaching. Explain to each employee how their role contributes to the success of the company

and why it is important.

“If you don’t explain to an employee how their efforts contribute to the success of the company you won’t get buy in or an investment from that person,” says Williams. “Tell them why they are important.”

MAKING A DIFFERENCE. Culture plays a bigger role in today’s business world than in the past and people want to work at places where they feel they are cared about and aren’t just cashing a paycheck or waiting for a better job to come along.

“Employees are no longer robots that you can plug and play into various positions,” says Williams. “Business has become more transparent and the need for employee buy in is more important than ever. Employees want to feel they are making a difference.”

And like in high-level college and pro-

fessional athletics, recruiting and retaining talent is another vital element to success.

“Talented individuals want to work and play for winning teams and feel they are an important part of the success of the or-

ganization,” says Williams. “If they don’t feel that way in the interview or after being on board for a while they will leave for another opportunity.”

How does a manager keep his or her team together? Williams says setting clear

and well-defined expectations is the first step and by being genuine in your actions and communications.

“Today, employees want honesty but there is a difference between that and being genuine,” says Williams. “Being totally

GROWING YOUR BUSINESS BY BUILDING MOATS



The clichés for how an organization—whether a sports team or a business—reacts to a challenge can be endless. From “circle the wagons” to “we will work through this” to “give 110 percent” these phrases have been used by executives, coaches and athletes for years.

But have you ever heard someone say, “We are going to work our way through it by building a moat?” Probably not.

Gary Williams, CEO and founder of wRatings, a research marketing firm that provides investors with research and information about how companies can meet customer expectations, detailed why “moat building” enhances a company’s performance. He gave a presentation to the attendees of the Top 100 Awards Ceremony and Executive Summit in June.

“In any economy, if you’re a ‘moat maker’ you can

grow,” says Williams. “Don’t let anybody tell you different. When the economy is toughest, moat makers perform the best.”

The Moat Maker Framework involves 11 different moats broken down into three categories: 1) production strengths, 2) offering strengths and 3) platform strengths. “Owners and managers should think about what their company is really good at,” says Williams. “Ask, ‘How strong is your company and why customers are going to buy from us?’”

The following is a summary of the three areas that make up Moat Makers:

PRODUCTION STRENGTHS

1. Economies of Scale – What are the high-

/// continued on page 66

© FRANK RAMSPOTT | ISTOCK.COM

Manufactured from recycled paper, this innovative product is a highly effective pesticide designed specifically for the pest control industry.

Contact Us to Get Started Today!

Great Profit Margins • Proven Product • EPA Registered

T.A.P.®
PEST CONTROL INSULATION
www.TAPinsulation.com

Good and Beautiful with ENERGY STAR
CLASSIFIED UL US

honest is putting everything out on the table but not everyone can deliver or accept that. Being genuine means not unloading everything but sharing important facts but being consistent in your words and actions.”

In addition to being consistent in your words and actions, holding coworkers accountable for their performance on a consistent basis is vital.

“Employees embrace consistency and accountability more than most managers

think,” says Williams. “Doing this helps build a positive team atmosphere and allows everyone to achieve more.” **PCT**

The author is a frequent contributor to PCT magazine.

volume services you can deliver anytime, anywhere for customers?

2. Channel Lock-Out — Control the distribution of your services to limit competition. For example, secure contracts for all the units in homeowner associations or lock up service agreements for multiple locations of local restaurant or retail chains.

3. Value Chain — If you customize the client experience by offering services and features that are unique, and offer them at a fair price, your company will stand out.

4. Economies of Skill — Let customers know you have the best people and services available to solve their problem.

OFFERING STRENGTHS

5. Design Dominance — “We offer the best pest management services in the market and use the highest-quality products in the process.”

6. Brand Perception — “You can trust us to do the job the right and we stand behind our work.”

7. Distinct Innovation — “Our services stand alone vs. the competi-

tion. Whether it is eliminating termites or bed bugs, we do it better than anyone else.”

PLATFORM STRENGTHS

8. Network Effect — Can you monetize your community through positive reviews in social media platforms such as Facebook, Yelp and Angie’s List?

9. Switching Lock-In — Expand your services or partner with other service-based companies (i.e., lawn care, snow removal, pool cleaning, window cleaning, etc.) to get frequent customers to spend more with your company and lock them in.

10. Routine Reliance — Repeat customers use your service habitually based on the desire of a specific outcome — they do not want insects in or around their homes or businesses.

11. Social Authenticity — Timely, genuine interactions with clients through social media or other means that displays honesty and transparency. Do you respond to the interactions and offer genuine value?



- Quality pheromones
- Technical support
- Consulting
- Worldwide distribution

The Leader in Pheromone Technology Since 1982

See Our New Catalog
www.insectslimited.com

800.992.1991



Webbing Clothes Moth (*Tineola bisselliella*)
Notice the orange hairs on the head and buff colored wings



Indian Meal Moth (*Plodia interpunctella*)
Notice the distinctly banded color change on the wings