

# The Best Have a Coach!

One of the things about running a company is we get caught up in the issues that pop up daily. This, at times, blinds us to what is going on out in our business sphere – new technologies, new methods and to



future opportunities. In my experience, this happens with everyone and none of us are immune. How to best deal with this is to get a coach and get help envisioning what you *could* achieve, but because of the constraints of our surroundings, we don't.

The best of the best have a coach. Tiger Woods has one, Peyton Manning has one, and even the big business CEOs have one. I have written a [post](#) about the coaches to the business icons before. Why would it not serve us to have one also? At Efficiency, we are pulling in a coach to help us with sales management. As I shared when I was at the EO Nerve conference recently, I saw Jack Daly's high octane, intense and funny presentation on sales management. He said, "If you are a small- to mid-size business and you don't have a sales manager, you will stay a small- to mid-sized company, or you will go out of business!"

An option, if you are not ready to make the leap to hiring a sales manager, is to hire a coach that will make sure you have the right processes in place and will coach your sales person or team to help get you to the level of hiring a sales manager. We have been able to get by without a formal sales process, but it does catch up with you. We are putting the position in place to make sure that we are getting what we need to maximize our value proposition and sales team to reach their potential.

I have worked with my personnel success coach, Steve D'Annuizo, for a number of years to have the highest version of who I am showing up more often than not. Steve has helped me with many facets of my life, from my spiritual and personal growth, to my business growth. One of the keys I realized from working with him is that happiness comes from within, not from what you have accumulated, what or where you have been, or what you have done. Steve came to me when I was having great business success and achieving all that I had dreamed of, but I didn't feel a sense of completeness.

I recently received from my dad this quote that says, "Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time," by Thomas A. Edison. I have found that a really good coach can give you the encouragement that, when it all seems bleak and you feel like giving up, will give you the right words and a gentle nudge to move you to get up and put the game face back on and keep going. As I have learned, any success I have had didn't come the first, second, or tenth time. It happened because I didn't stop!

Do you have a coach to help you break out or break down the right things to get you where you want to go?