

INTRO TO BUSINESS 101 E-COURSE



Presented by Tanya Wilson



BUSINESS IS ALL ABOUT GETTING THE PUZZLE
PIECES IN THE RIGHT PLACE.

The Disclaimer Page

NOWRA's Disclaimer: The materials being presented represent the speaker's own opinions and do NOT reflect the opinions of NOWRA.

This presentation is an introduction to a new course that is being developed with NAWT - Business 101.

(Please keep in mind, that course will be approximately 8 hours and this presentation is 50 minutes)

**BUSINESS IS A GIANT PUZZLE
WITH MANY MOVING PIECES.
EACH A LITTLE DIFFERENT, BUT EQUALLY IMPORTANT**



**TOGETHER, WE WILL EXPLORE EACH PIECE
AND YOU WILL TAKE AWAY A BETTER UNDERSTANDING
OF HOW TO EFFECTIVELY IMPLEMENT EACH IN YOUR WASTEWATER BUSINESS.**

PRESENTER INFO

Wastewater Industry Experience: 12 years

Business Experience:

- Built three, start-up septic pumping and installation companies
 - Personally operating one in Phoenix, AZ [#PriorityPumping](#)
- Built and operate an all-female junk removal company [#JunkRite](#)
- Host of the podcast **Ladies Kickin Ass** and CEO for an all-woman online community and consulting business that focuses on women working in the skilled trades and home service industries. [#LadiesKickinAss](#)

My family is my #1 and I love being a wife to my husband Jake, and a hard-working mama of 5 kiddos from ages 13 - 5. I am at heart a Wyoming girl, where I was born and raised, but now call Gilbert, AZ my home. I have a Bachelors Degree in Business Administration and I am passionate about coaching specialized, home-service business owners on building their dream company without the cost of their family time and/or their sanity!



[@prioritypumping](#) [@junkrite](#)
[@ladieskickinass](#)



HOME SERVICE TRADES STATS

BUSINESSES THAT SURVIVE
1 YEAR

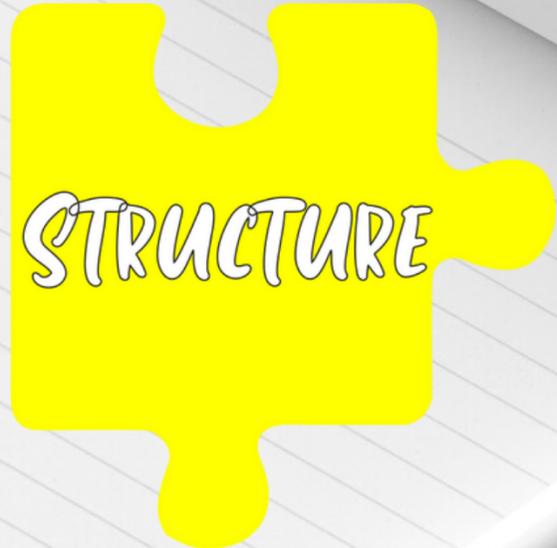
BUSINESSES THAT SURVIVE
5 YEARS

BUSINESSES THAT SURVIVE
10 YEARS

75% → 35% → 20%

It's so important that you start with a firm foundation and you carefully plan out how you want your business to be run

WHAT IS STRUCTURE?



STRUCTURE

HAVING A CLEAR BUSINESS STRUCTURE IS THE TRUE FOUNDATION OF YOUR COMPANY. YOU MUST HAVE A DESTINATION (GOALS) OR YOU WILL BE LOST ROAMING AROUND. IT ALL STARTS HERE:

- LEGAL STRUCTURE
- LICENSING & BONDING
- BUSINESS PLAN
- COMPANY VALUES
- YOUR WHY!

FIVE IMPORTANT PARTS OF BUSINESS STRUCTURE!



1

LEGAL COMPANY STRUCTURE

Sole Proprietorship, General Partnership, Limited Liability Company (LLC), or Corporations (C-Corp and S-Corp) Each has their Pros & Cons so determine what works best for you.

2

LICENSING, BONDING AND INSURANCE

These three items vary depending on where you live. Be sure to check with your local agencies to see if you need to have a business or contractor's license and what level of bond your company must carry. Find an insurance agent that knows your industry! If you want to be taken seriously, you must have these items!

3

BUSINESS PLAN

Start a business by knowing where you stand within the market in competition, pricing and branding. Make business goals. Write down who you are and how you want your business to run. Old school business plans are out! DO what works for you!

4

ESTABLISH COMPANY VALUES

What will your team be accountable for? How do you expect your team to behave? What's the reason you are in business? What is your company's story? How will your company be managed? These are all parts to consider when establishing your company values. Don't let them get stale! Revisit this one yearly!

5

WHAT'S YOUR WHY??

WHY are you in this business? Why do you want this business to succeed?
WHAT IS YOUR WHY? - This is the MOST important step! If your WHY isn't strong enough, those tough times you will experience will kill your confidence and your company.

PEOPLE!



CUSTOMERS DO NOT COME FIRST.
EMPLOYEES COME FIRST.
IF YOU TAKE CARE OF YOUR EMPLOYEES,
THEY WILL TAKE CARE OF THE CLIENTS.

- Richard Branson



TREAT YOUR EMPLOYEES LIKE AN INVESTMENT, NOT A COST.

- **Invest in education for your team**
 - Customer service, management, etc.
- **Invest in certifying each member of your team**
 - NAWT Certifications for inspectors & installers
- **Invest in benefits for your team**
 - health, dental, life, vision, HSA, retirement savings, commuter benefits, gym memberships, new boots
- **Invest in your employee's family**
 - company events for the family, support family milestones, birthday and thank you cards, personal finance education, Amazon Business Prime accounts, Costco/Sams Club memberships, etc.



**THE WAY YOUR EMPLOYEES FEEL
IS THE WAY YOUR CUSTOMERS
WILL FEEL.**

**IF YOUR EMPLOYEES DON'T FEEL
VALUED, NEITHER WILL YOUR
CUSTOMERS.**



**YOU
DON'T BUILD A BUSINESS.**

**YOU BUILD PEOPLE
AND THEN PEOPLE BUILD
THE BUSINESS!**

INVOLVE YOUR TEAM!

Weekly Team Meetings

**Set Sales Goals & Review Weekly
Talk about company expenses.**

**Involve the team in marketing planning.
They have great ideas!**

**Ask for their input or how
you can help them!**

CARE ABOUT WHO THEY ARE & APPRECIATE THEM!

- **Offer Paid Time Off**
 - Sick Days, Vacation Days, Personal Days
- **Appreciate your employees**
 - \$50 handshake for "Job Well Done", a gift card, a simple thank you card goes a long ways!
- **Attitudes are Contagious**
 - Often your employees will model the attitude they are given from their manager or leader. Make sure yours is one worth catching!



**AN EMPLOYEE WHO FEELS
APRECIATED WILL ALWAYS DO
MORE THAN WHAT IS EXPECTED.**

BE A LEADER - NOT A BOSS!



A boss knows everything, a leader admits mistakes.

A boss tells people what to do. A leader shows how to do things.

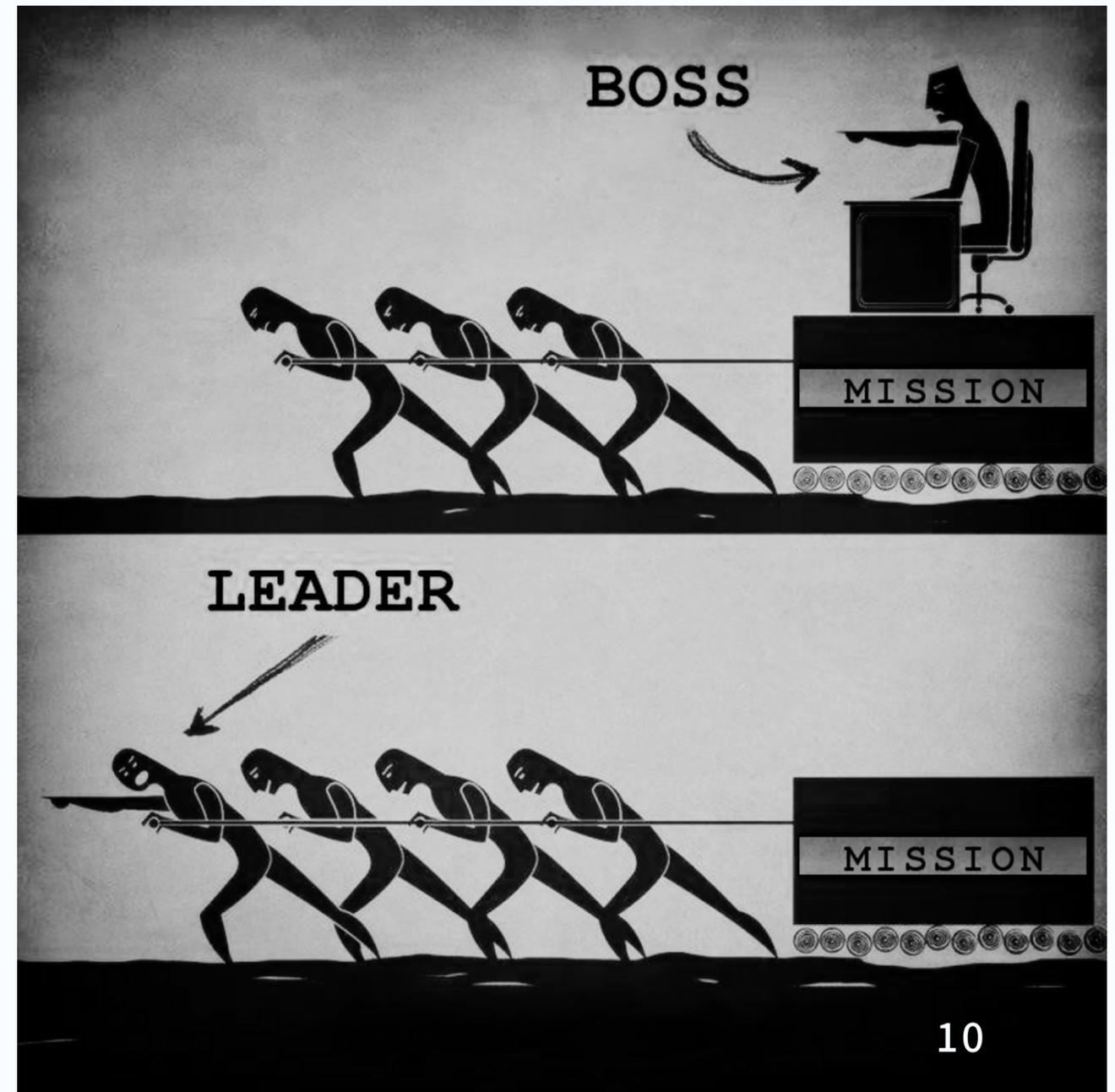
A boss criticizes. A leader gives advice.

A boss talks fast and gives orders. A leader gives direction.

A boss demands respect. A leader earns and deserves respect.

A boss rules with threats not law. A leader shows human kindness.

A boss depends on hearsay. A leader investigates.



WHICH ONE ARE YOU?



INVEST IN YOUR PERSONAL & PROFESSIONAL DEVELOPMENT

- You are an important part of the team too! Never put yourself last. You will BURN OUT! Your employees depend on you and your personal and professional development to lead them in their roles.
- If you are business owner, invest in a business coach. Have someone that holds you accountable and helps mentor you through your wins and losses.
- Invest in seminars and education where you can continue to sharpen your leadership skills or gain new ones. Never stop learning.

*Attract what you expect. Reflect what your desire.
Become what your respect. Mirror what you admire.*

MANAGEMENT



Business management is nothing more than putting a plan in place and delegating who will execute it. It's strategy, heart, people and numbers and motivation.

WEARING ALL THE HATS

When you first start out, you are the "wearer of all hats". This means that you are managing and doing most all of the tasks.

DON'T GET STUCK IN THIS PLACE!!

Good management practice starts when you realize what your weaknesses are in the business and you hire those people first or outsource that area to a professional who can help you out.



Areas of Business that MUST have a Management Plan!



PEOPLE MANAGEMENT & HIRING PRACTICES

- Hire slow, Fire fast!
- Clear job expectations
- Employee Meetings
- Discipline & Rewards
- Employee Development
- Payroll & Benefit Oversight



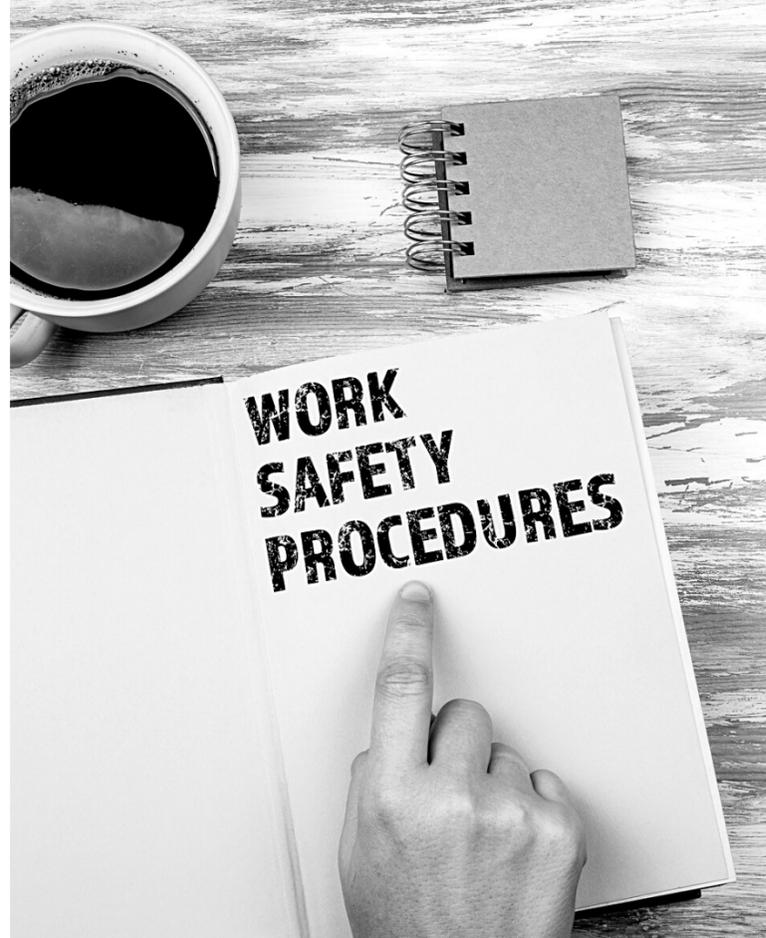
DEPARTMENT MANAGEMENT

- Define organizational structure and make sure everyone knows who they report to.
- Fleet Maintenance
- Office Management
- Customer Service
- Marketing



ACCOUNTING & FINANCES

- Define how the accounting will be completed - especially if you have partners or members.
- Hire an outside person until you can afford an inside person.
- Be clear and honest - always separate personal & business.

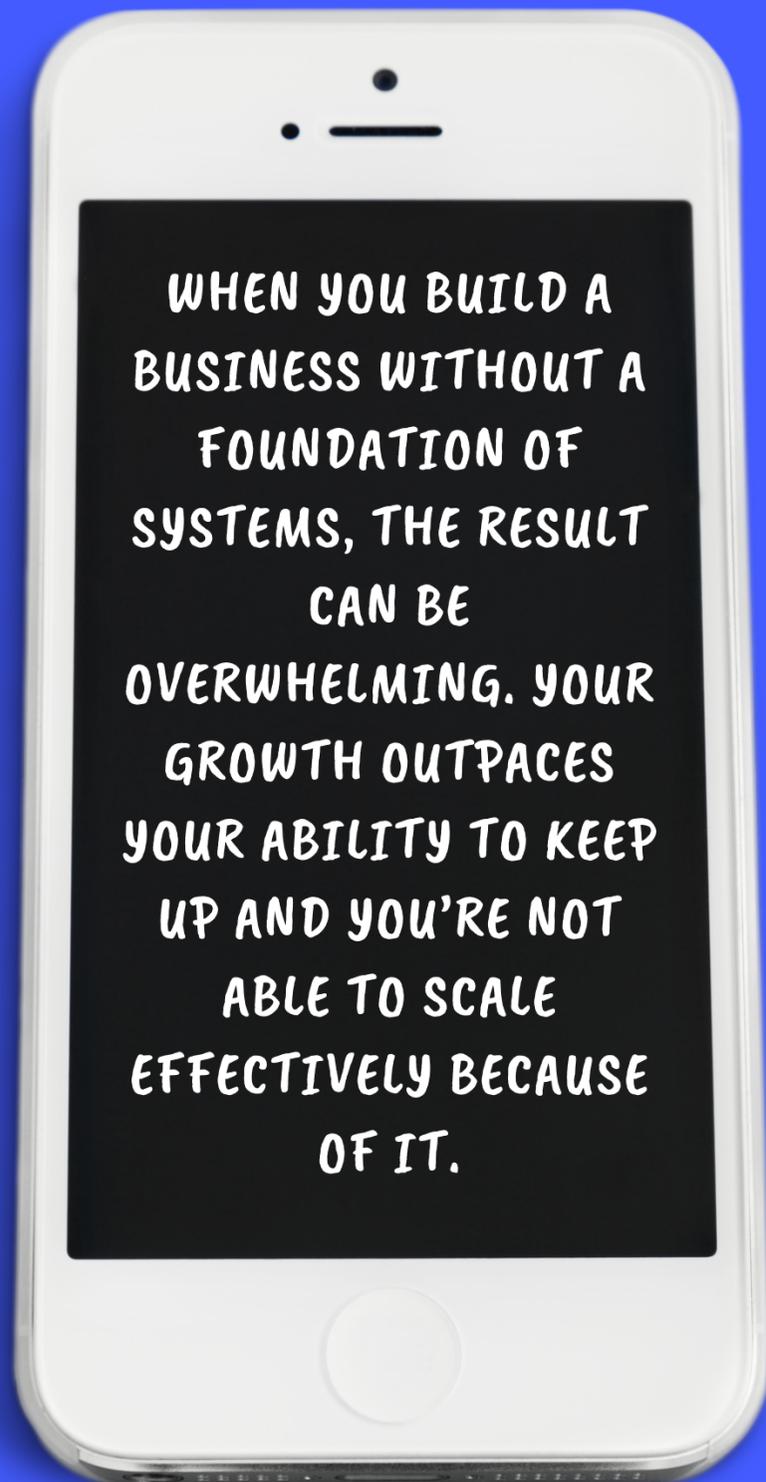


OPERATIONS



THE SUCCESS OF YOUR BUSINESS OPERATIONS IS THE STRENGTH OF YOUR SYSTEMS AND PROCEDURES.

WHAT ARE SYSTEMS & PROCESSES



WHEN YOU BUILD A
BUSINESS WITHOUT A
FOUNDATION OF
SYSTEMS, THE RESULT
CAN BE
OVERWHELMING. YOUR
GROWTH OUTPACES
YOUR ABILITY TO KEEP
UP AND YOU'RE NOT
ABLE TO SCALE
EFFECTIVELY BECAUSE
OF IT.

A STANDARD WAY OF ORGANIZING
TASKS AND DESIGNING A WAY TO
COMPLETE THEM EFFICIENTLY,
EVERY TIME, FOR CONSISTENCY!

CUSTOMER SERVICE



Customer service starts in your office when the phone is answered.

- Train all customer service representatives how to properly answer the phones.
- Invest in education for your office staff - they are your sales team. Be sure they know how to "talk shop"
- Have a CMS (Customer Management System) for your office staff to intake customers information for scheduling and dispatching.
- Bring your office and field staff together at least once a week to bridge any communication gaps about jobs or procedures.

EDUCATE YOUR WAY TO SALES

Encouraging your team to share their knowledge of the industry will empower them to sell your services.

Taking the time to educate your customers is one of the best ways to sell your service.

You have to sell your service or you will have NO business!

SELLING DOESN'T HAVE TO BE STRESSFUL OR FEEL SLIMEY

Educating homeowners on their systems and how to properly maintain them will not only earn you repeat business from them, but they will tell others about you!

PROVIDE MATERIALS FOR YOUR TEAM TO USE WHILE EDUCATING.

Visualization is a very powerful selling tool. Make sure your team can show the customer what they are educating them about.

PROVIDE EMPLOYEE TRAINING

Make a goal to provide employee training on customer service and sales at least once a month during employee team meetings. Employees that care are often mistaken for the owners and what bigger complement than that!

#DONTDOTHIS



EQUIPMENT

The quickest way to go out of business is to neglect the equipment that has been purchased for your company.

This industry equipment is not cheap and someone must be in charge of making sure that the fleet is maintained properly.

Having maintenance records and logs also makes selling the equipment more attractive.

Remember, your equipment is often your first impression when you pull up to your customer's address. Make sure you are running clean, functioning trucks that clearly define the brand you are building.

#DOTHIS



- Empower employees to report safety issues to you.
- Make sure they understand the procedures for reporting accidents or injuries
- Safety meetings must occur a minimum of once a month. Consider a safety reward program for employees who go accident free.
- Find an insurance agent who can guide you on responsible levels of workers compensation insurance.

SAFETY PROCEDURES



**Lower your safety risks
as often as possible!**

MARKETING



Marketing is nothing scarier than telling others what you do, who you serve and why you are different. It is a creative way to tell your business story and professional way to build trust with a prospective customer.



**A PRETTY BRAND WITH
ZERO STRATEGY IS LIKE A
MARGARITA WITHOUT THE
TEQUILA.**

**IT LOOKS GOOD BUT IT
JUST WON'T GET THE JOB
DONE!**

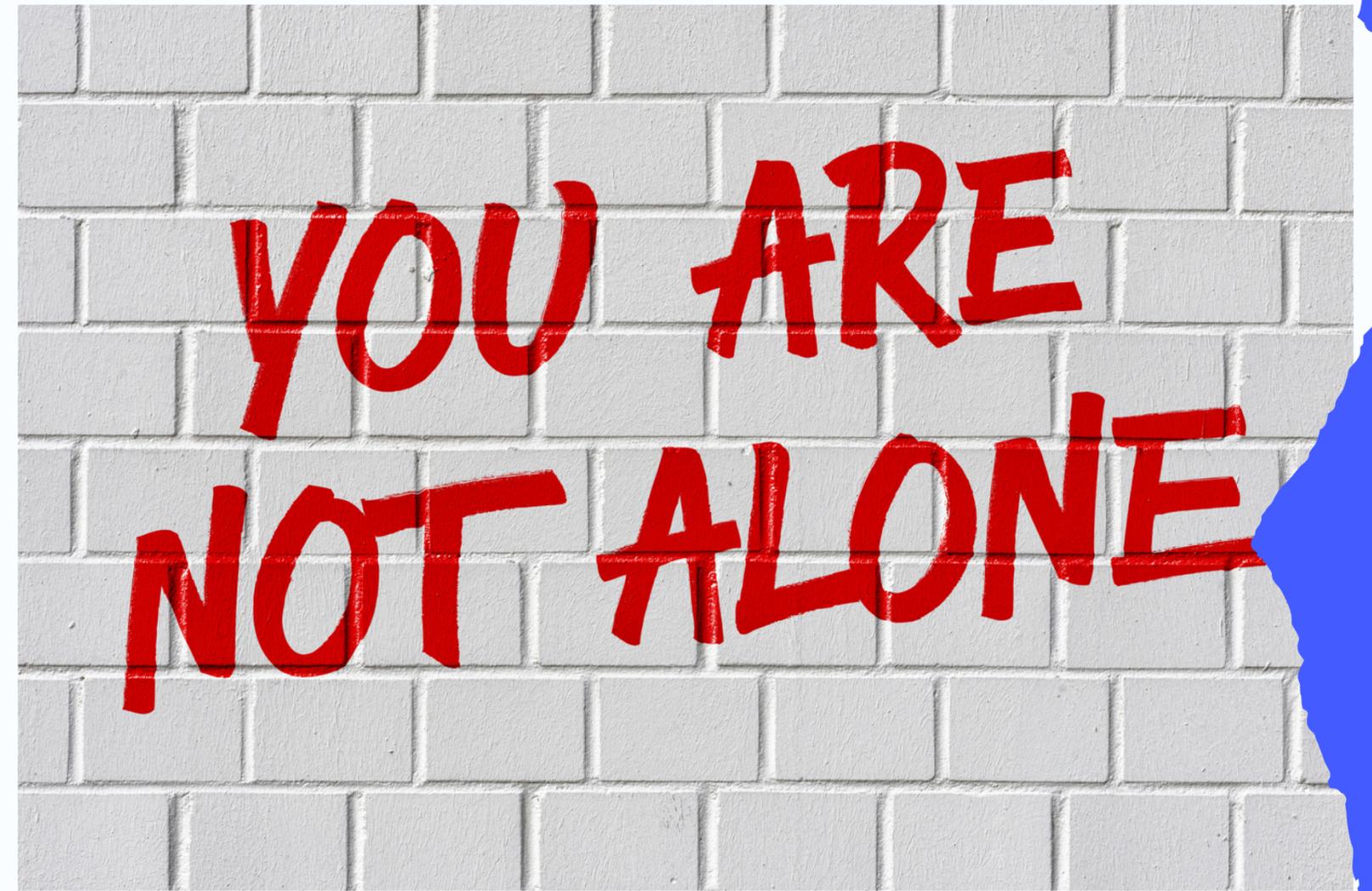


**Your branding is your company identity and should
be consistent in all marketing efforts.**



I HATE MARKETING!

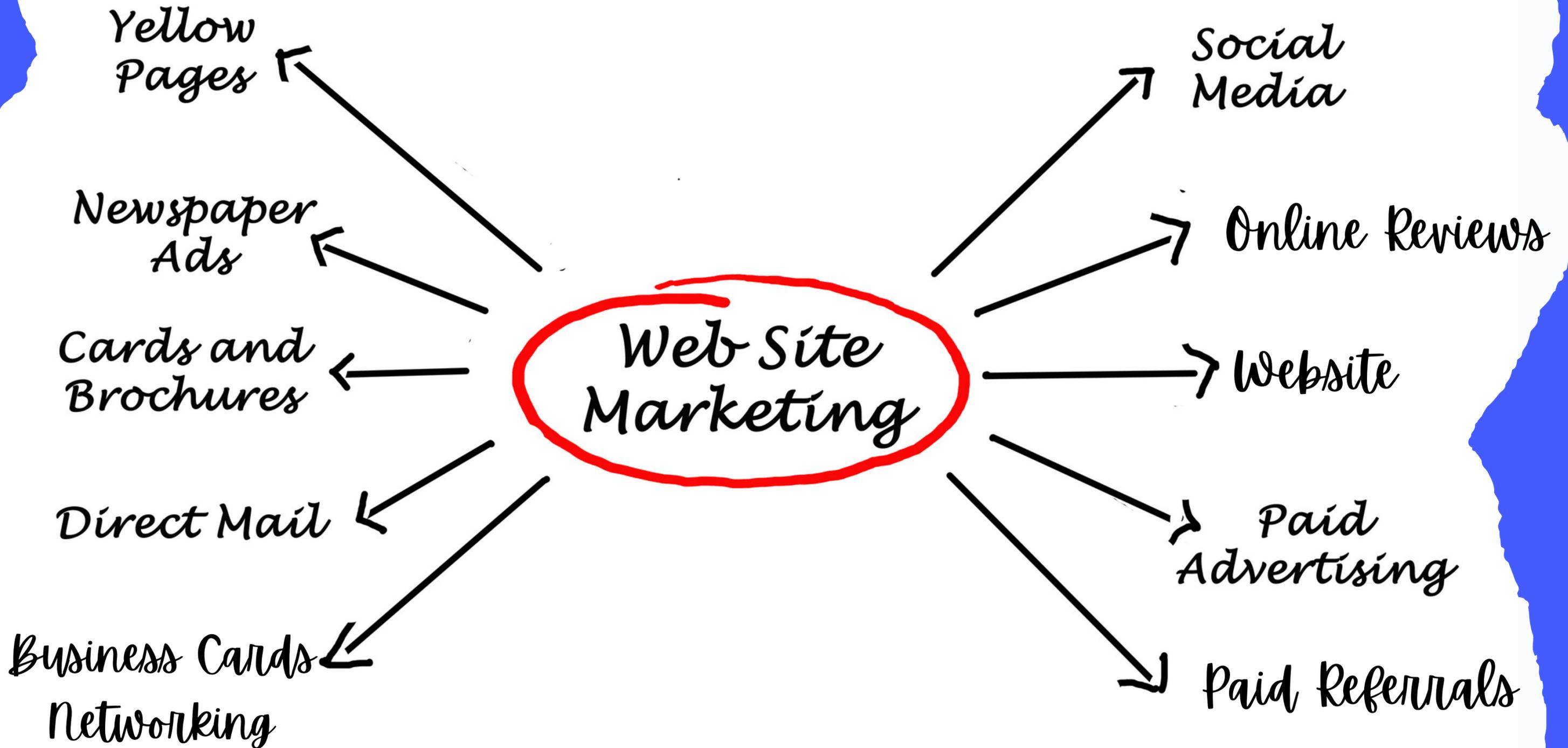
(BECAUSE I HAVE NO IDEA WHAT THE HELL I AM DOING!)



The NAWT Online Course will spend 2-3 hours focused directly on marketing practices

Offline Marketing

Online Marketing



**PERCENTAGE OF HOMEOWNERS WHO DIDN'T HAVE A
SEPTIC COMPANY,
IN MIND, BEFORE CONDUCTING AN ONLINE SEARCH**



90%

If you aren't solicitating for reviews,
you **MUST** start NOW!

Wanna Learn More About Getting Online Reviews, listen to the latest podcast

[HTTPS://BIT.LY/LKAREVIEWSPODCAST](https://bit.ly/LKAREVIEWSPODCAST)

ACCOUNTING & FINANCES



MOST PEOPLE DON'T PLAN TO FAIL
THEY JUST FAIL TO PLAN





KNOW YOUR NUMBERS



Knowing where your money is coming in from and going out to is one thing you must master in your business.

Everything inside the business is dependent on cash flow and the balance of debits and credits from your accounts.

KEEP
PERSONAL
EXPENSES
& BUSINESS
EXPENSES
SEPARATE



- **IF YOU ARE NOT GOOD AT BOOKKEEPING - HIRE IT OUT IMMEDIATELY!**

Don't be that person that shows up at the tax person's desk with a box of half-visible receipts and expect a miracle to occur. A monthly bookkeeper will be worth the couple hundred dollars you will spend! I promise.

- **TAKE YOUR BUSINESS SERIOUSLY!**

View spending your business funds just like you would your personal funds. Don't just blow it for the "tax write off". Actually consult a tax person for real information that will be applicable to your unique situation.

- **DON'T CO-MINGLE PERSONAL AND BUSINESS EXPENSES**

Just keep it separate!

**USE YESTERDAY'S MONEY TO
ACHIEVE YOUR GOALS.**

NOT TOMORROW'S!

**TRY TO STAY CASH BASED, NOT CREDIT BASED
WITH PURCHASES IN YOUR BUSINESS.**



**STAY
DEBT
FREE
WHERE
POSSIBLE**



FOCUS ON MAKING YOUR BUSINESS MORE PROFITABLE!

Many times your business can be making you more money than it is when you simply evaluate how much money it takes to make that dollar. Reducing costs will increase profit without increasing sales.

INCREASE YOUR SPENDING AWARENESS.

Track your entire expense picture for one month, you will be surprised how much spending is happening mindlessly.

CREATE AND STICK TO A BUDGET

Budgets are not restrictive. They actually give you freedom to tell your money where to go. Many times with a budget you can easily find extra money to put away for emergency needs.

**HANDY
TIPS**



OUTSIDE FACTORS





ECONOMY

We can't control the economy but we can be prepared. Running your business debt free and having a rainy day fund will keep you secure to take care of your essentials.

This business can be "recession proof" if you run your business smart!

GOVERNMENT

Enough said there.....

WEATHER

For some areas of the nation, weather definitely plays a part in ability to stay busy and generate income.

Try to be creative and think of other ways you can use your equipment to make money during your slow times.

TAXES

Maximize your profits and plan for taxes.

You can't escape them.

Don't minimize your business by trying to avoid paying taxes.

HEALTH & PANDEMICS

The past two years have taught us that we aren't as in control as we all hoped we were.

Do your best to stay healthy and keep your team healthy. Run debt free and build that emergency fund!

INCREASED COSTS

Disposal fees are continuing to raise, so are credit card fees and even labor rates for employees.

Increase your pricing to accommodate these changes. Don't eat the cost, charge for it!





Success Tip!

**THE SECRET TO CHANGE,
IS TO FOCUS ALL OF YOUR ENERGY,
NOT ON FIGHTING THE OLD,
BUT ON BUILDING THE NEW.**



THIS HAS BEEN
A PREVIEW OF
NAWT'S
NEWEST
ONLINE COURSE
- BUSINESS 101



I'M HERE TO HELP!

TANYA WILSON

EMAIL ME ANYTIME

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@prioritypumping @junkrite

@ladieskickinass



CHECK OUT THE PODCAST!
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