



**ARE YOU A
BUILDER SEEKING SKILLS TO
GROW YOUR BUSINESS?**



SPECTRUM COACH
SALES | OPERATIONS

**EXPERIENCED &
AFFORDABLE SUPPORT**

Tools to grow your business



**Looking for a practical solution tailored
to your individual needs?**

WHO ARE SPECTRUM COACH?

Priding itself on its expertise and passion, Spectrum Coach was established to provide training and mentoring services to independent Australian builders. With an impressive career spanning over 20 years with a number of small and large builders across Australia, Fred Abu-Elias is the Principal Coach of Spectrum Coach. After gaining substantial experience across sales, sales management, workflow management and operations, Fred offers one-on-one coaching that will help builders grow their business. Having led national teams and mentored new home sales consultants, Fred understands what it is required to be a successful new home sales consultant in Australia's new home industry. Having led teams in metropolitan and regional areas, Fred has delivered sales strategies and techniques to suit a number of markets, which resulted in increased sales, and ultimately, overall performance in each business.

TOOLS PROVIDED TO BUILDERS

Spectrum Coach gives you the ability to select and pay for the service you want – allowing you to add real value back to your business:



Sales

- ✓ Sales training / Strategies
- ✓ Sales process templates
- ✓ Point of sales documentation



Operations

- ✓ Workflow templates
- ✓ Scheduling program
- ✓ Process mapping suited to individuals



Design & Drafting

- ✓ Subscribe to house designs
- ✓ Designs to suit
- ✓ Drafting service



CRM

- ✓ Manage your sales funnel
- ✓ Sales Reports
- ✓ Workflow from lead to construction



Sales Estimating

- ✓ Tailor the estimate specific to your business
- ✓ Estimate standard homes or custom homes
- ✓ Provide on the spot estimates to clients



Marketing

- ✓ Social Media
- ✓ Lead generation
- ✓ Marketing strategies

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TESTIMONIAL

Adam Sturt

Managing Director Hotondo Homes South Coast

Spectrum Coach provided our company with training that delivered some great suggestions and techniques to enable our sales managers to get the best out of our team. Our company was able to achieve growth and hit sales targets by Fred successfully managing our sales team. They designed and helped us implement a strategic business plan that expanded our company's customer base. We were able to set achievable and stretch sales targets individually and as a team. Fred ensured that our company had adequate and suitable resources to reach our company's goals. We were able to organise and coordinate operations in ways that ensured maximum productivity as well as giving our employees feedback improve efficiency and effectiveness. We would highly recommend Fred to any business. We are amazed at the growth our company has been able to achieve through the guidance of support of Fred.



HOW WE ADD VALUE BACK TO YOUR BUSINESS

Spectrum Coach will provide you with an analysis of your business and between us both we will derive a plan to suit you. Our services are designed to support you with the tools that are specific to new home sales. We will set you up with systems and process that will increase your sales, operate efficiently and allow you to have full visibility of your business.

VISIT US



OUR OFFICE

With offices in Altona & Williamstown, let us know a time that best suits you.

LET US COME TO YOU!



YOUR OFFICE

Let us consult with you at your office.



SOMEWHERE ELSE?

Let's grab a coffee where it's most convenient for you.



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CONTACT US

For a FREE no obligation consultation & quotation, contact Spectrum Coach today.