

## ■ Client Case Study ■

### LEAFLET DELIVERY SPECIALISTS LIMITED

James Neal started Leaflet Delivery Specialists in Cambridge after losing his job when the company he worked for closed down. Rather than getting another job, he decided to start his own business so that he could be the master of his own destiny. The business delivers leaflets through domestic letterboxes in Cambridge and surrounding villages.

#### A Flat Year

James had grown the business consistently for three years, but found his fourth year remained flat no matter how hard he worked. He was losing his motivation and getting frustrated and decided to invest in coaching with Lee Duncan.



The initial assessment of his business was simple – James was working continually in the business and had no time to work on it. He was personally delivering leaflets every day along with his team. Some big changes were needed to allow him to grow again.

#### Prices, Processes, Vision

The first and most obvious issue was profitability. Despite handling a huge volume of work each year, the profits coming through the business were just too small to make it viable to grow. A whole raft of changes were introduced, including

- A clear and compelling vision & plan to increase James' motivation
- Development of a strong USP & Guarantee
- Price increases of up to 33% without losing any customers
- Organisation Plan to allow delegation of low value work to his team
- Using the Time Management System to focus his efforts most productively

The outcome has been growth of over four times the original size of the business, plus a business that can run successfully when James is not there.

#### In James's Own Words

"Thanks to the vision that Lee's business coaching inspired me to create, I have just been granted a licence to compete with the Post Office in Cambridge, the first small business in the UK to achieve this. I have even been invited to The Houses of Parliament to answer questions about why no other small business has been able to negotiate the red tape of government to successfully get a licence." James Neal