



Good morning,

As I mentioned to you a few weeks back, I want to introduce you to Mike Weddington. Mike has been an awesome resource to me personally, helping me to better understand business with goal setting, planning, how to discover and prospect new/underserved sales markets and more importantly how to structure my business so it's more than just an income. One of the greatest things I have learned from Mike is about succession planning...starting now with an exit plan so that when the time comes I have a valuable asset that others will want to buy and a market to sell it.

While Mike's focus over the past while has been on Hunter Douglas dealers, a very large number of those are also Benjamin Moore dealers - from mom and pops to some of the largest in the US - so he understands our independent dealer model as well as our business and our market (as well as some of our competitors).

With major changes Hunter Douglas has begun corporately, Mike is transitioning out of Hunter over the next couple of years and is available to work with other groups.

Mike is engaging, funny and most of all knowledgeable. I've sat through DOZENS of corporate presentations and coaching sessions. At best I get one, maybe two good ideas and I think I am ahead of the curve on most owners we have for this kind of thing, but the first time I heard Mike I came away with 12 things to implement and 10 of those are in place now and I would attribute a great amount of our growth to those things.

I think his being available is a great opportunity for Benjamin Moore to utilize him and grow our brand and more importantly, our gallon sales.

One last thing on Mike...he has something on his resume that is an instant attention grabber for most people too. He is an ex-NFL player having played 5 seasons with the Green Bay Packers. The first time I went to hear him I figured it was just another coaching session but went anyway because I wanted to hear from a former NFL player. What I came away with was a plan...now I have a new location, a furniture paint manufacturing business and a new store coming online in the new year!

I'd love it if the two of you could connect or the three of us by web-ex cal or something! Justine let us know your schedule and we can get something booked.

I really believe our ticket to growth both individually and corporately is to work smarter and more efficiently, not harder and Mike can help all of us find our own place in that!

Mike meet Justine...Justine meet Mike!

Best,
Pete

Owner Airdrie Paint and Décor
A Benjamin Moore/Hunter Douglas Dealer In Canada