

## Client Success Stories

### **Incor Group, Inc.**

The owner of three hair saloon franchises came to coaching with a challenge. She had been offered an exceptional opportunity to purchase three more established salons at a great price. As tempting as that was, knowing that she could grow those businesses, she was reticent to add to her management load and myriad of administrative responsibilities. The thought of doubling her business seemed daunting.

Through a process of clarification, the owner began to realize that her roles in her organization are those of mentor, marketer and trend watcher. By reassigning roles and delegating the daily operations, she is able to focus on major issues and long-term strategies. This freed up time for her to pursue her real passion – mentoring and helping to improve the quality of life for the dedicated people who worked for her.

She decided to embrace the opportunity, negotiated and completed the purchases, and within three months, sales increased by 30% in two of the three new salons. She also enjoyed revenue growth in her existing shops as she continued to streamline operations. For the first time in eight years, the owner is looking forward to a carefree month off, confident that her businesses will carry on effectively.