



# FAQs: SBGP & HBA of Michigan Member Benefit

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## ***Who is SBGP?***

We are a national and private small business coaching & consulting firm. We specialize in working with state home building associations and focus on helping builders, remodelers, and HBA Associate members. We also operate as business owner “talent scouts”, and through our BPA Creation Process, only offer a small percentage of BPA recipients’ candidacy to one of our mentorship programs.

## ***What makes us different?***

SBGP is the largest private construction & trade-focused business coaching firm in the U.S., which carries tremendous benefits for our members and clients. Not only does it give us the ability to hire (all of our coaches are full-time employees, who *only* coach) industry-specific coaches, but it gives us the ability to create extremely detailed business plans for all of our association members called the BPA.

## ***What is a BPA?***

BPA stands for Business Diagnostic and Plan of Actions and is a 12-month business “Plan of Actions” for you and your Company, broken down by the disciplines of business. Marketing, Sales, Operations, People, Finance & Processes. Through this HBAM member benefit, you will also receive a full DISC/Motivational profile on yourself, and up to 5 (five) key team members (an HBA member favorite). The deliverable is a highly researched, extremely clear and actionable 30+ page “road map” for you and your business. The BPA will also be fully explained to you in a 1.5 hour BPA out brief with two executive coaches.

## ***Who will get the most benefit from a BPA?***

- Considering Succession Planning – children or key team members taking over the reigns
- You have hit a growth ceiling, where lack of systems is starting to show in your company with mistakes, and miscommunication (internally, or with customers and prospects)
- You aren’t clear on a strategic direction for your company (nor are your employees)
- You can’t seem to find the right people, and are having team cohesion issues
- You are having a hard time finding quality leads/prospects, and periodically being forced to work for those you normal wouldn’t to fill capacity
- You get a lot of calls, but not many turn into sales
- You are generating great sales, but the profit is not there at the end of the month
- You are trying to drive the business forward, but keep getting pulled back into the daily operations, and still act as the chief “firefighter” and problem solver
- You are becoming burnt out, working more and seeming to accomplish less

## ***What will it cost?***

The cost of a BPA and BPA Process is \$4,200 for the general public (as a one-time transaction). For Home Builders Association of Michigan members, it is paid for 100% through your member benefits. All we ask from you is 4 to 5 hours of your time spread over 4-5 weeks.