

Deadbeat Owners Coaching Points

- Common because of change in "selling skills". Gonna see it.
- Seek to understand before seeking to be understood.
- The deadbeat owner will "justify" his/her value with a logic they can find but they don't know the other side of it.
- Usually they are scared.
- "Quantify. Are you willing to write twice the check in 8 years that you created for them?"
- Life and quality
- Perpetuation
- Opportunity costs
- Lower expectations
- Willing to write a bigger check?
- They suck at selling and therefore the agency doesn't want them in front of clients...
- Money is a tool.

ACTIONS

1. Honest communication of facts. Let everyone speak and give information to help understand.
2. Look at understanding what they need and what company needs to see if an answer can be accomplished.
3. Natural consequence with expectations.
4. Money is a tool.
5. Quantify
6. Look at helping find value – Ownership value...
7. Help agencies make better decisions about who gets in...
8. Look at putting them on teams.
9. Distribution models different (XXX, defined off of performance)
10. Set operating agreements to end ownership at an age or at a standard agreement getting in.