

## Creative Companies Video Transcript

I'm Jeri Quinn, executive coach with Driving IR. The IR is all about improved results and that's just what this owner of a video production company has achieved.

I love to work with creative people who have passion for using their talents. This creative woman worked on her leadership ability especially in the area of sales so that she could learn how to help prospects discover for themselves the value they find in her video work. It's so much more effective when prospects sell themselves. Don't you think?

Her sales have grown tremendously. She developed an estimate template that ensures profitability in every job. She has been able to hire people, create a fantastic client generating newsletter, get control of her company's accounting, get certified as a woman owned business, move into a larger office, take on superior high profile jobs and really put value into the world as the firm works mostly with non-profits. All this in a down economy a with a sector that's not particularly robust right now.

She continues to work on her goals around cash flow, delegation, managing a larger staff and work/life balance.

How about you? Sales, business growth, leading your team, cash flow, work/life balance. Would coaching around those issues be helpful to you, too? Ask Yourself: I could use a coach **because** I want... and fill in your own blank. Then go to the ["Ask Jeri"](#) box on the side panel and tell me what you want. And then let's make it happen!

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