



CONCRETE PRODUCTS, LLC

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EAGLE BAY®

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To drive performance in your organization, who do you lean on? Oftentimes we have confidants within our ranks that we can talk with, but in reality these conversations are driven by a certain bias and historical practices. In my experience this was acceptable and produced adequate results until we entered a business that was comparable in some aspects, but vastly different in others. Combine this with a difficult economic climate and you have a lot of questions, and not many answers.

Fortunately we realized this and took, at the time, a step we never would have considered: we hired a consultant; 26 months later I can look back and acknowledge that because of this we are a better company today. Why? First, because we picked the right person, Mark Muratore founder of Concrete Results, and second, because we wanted to get better; we realized we had the pieces but needed a fresh set of eyes to help us put the puzzle together.

Let me share with you what you can expect from Mark. Mark is not going to come in and change your world. Rather he will come in and listen intently to you as you describe your business. He will ask pointed questions and take time to study your business before he comes to you with a solution. The solution will foster accountability from all involved, be detailed and provide you with a means to measure the results.

The nice thing about Mark is that he understands that each situation has its own set of drivers and solutions depending upon the personalities, the competitors in your market, and your objectives. His experience in operations, sales and marketing allows him to offer a unique perspective that is balanced and drives earnings.

If my story sounds familiar, and you desire different results, don't wait until you hit the wall, schedule a meeting with Mark Muratore; he improved every area of our business and proved to be someone I could lean on. Should you have any questions or would like to know more about our experience with Mark please contact me at 757-494-5200.

D. Kirk Edens, President



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