



Hiring your first technician.

Welcome!

Our webinar will begin shortly.

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www.growwithgazelle.com/school



gazelle
School of Business

Hiring your first technician.

Today's webinar is presented by:
George Buss & Timothy Barnes



It is just tragic to try to attempt to grow your business by trading a massively profitable opportunity for a money losing venture.



Your guide to building an amazing piano service business

Contact support@gazelleapp.io



George



Timothy



Nathan



Nathan



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Timothy



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George



Timothy



Nathan



Nathan

Hiring your first technician is possible!



Hiring your first technician is possible!

1. Evaluate your infrastructure.



Hiring your first technician is possible!

1. Evaluate your infrastructure.
- 2. Set everyone up for success.**



Hiring your first technician is possible!

1. Evaluate your infrastructure.
2. Set everyone up for success.

3. Hire the right person at the right time.





(step 1)

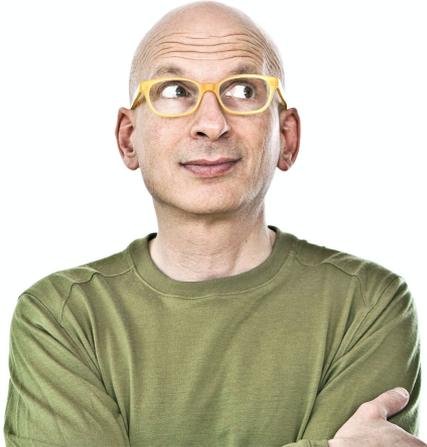
**Evaluate your
infrastructure.**



The business you are today, isn't
always the business you
need to become.

Step 1: Evaluate your infrastructure.

Freelancers should never trick themselves into thinking they are entrepreneurs. ...the way a freelancer grows is not by hiring other freelancers who 'sort of look like you' but work a little cheaper and a little harder.



-Seth Godin

Step 1: Evaluate your infrastructure.



The Freelancer's Delima

Step 1: Evaluate your infrastructure.



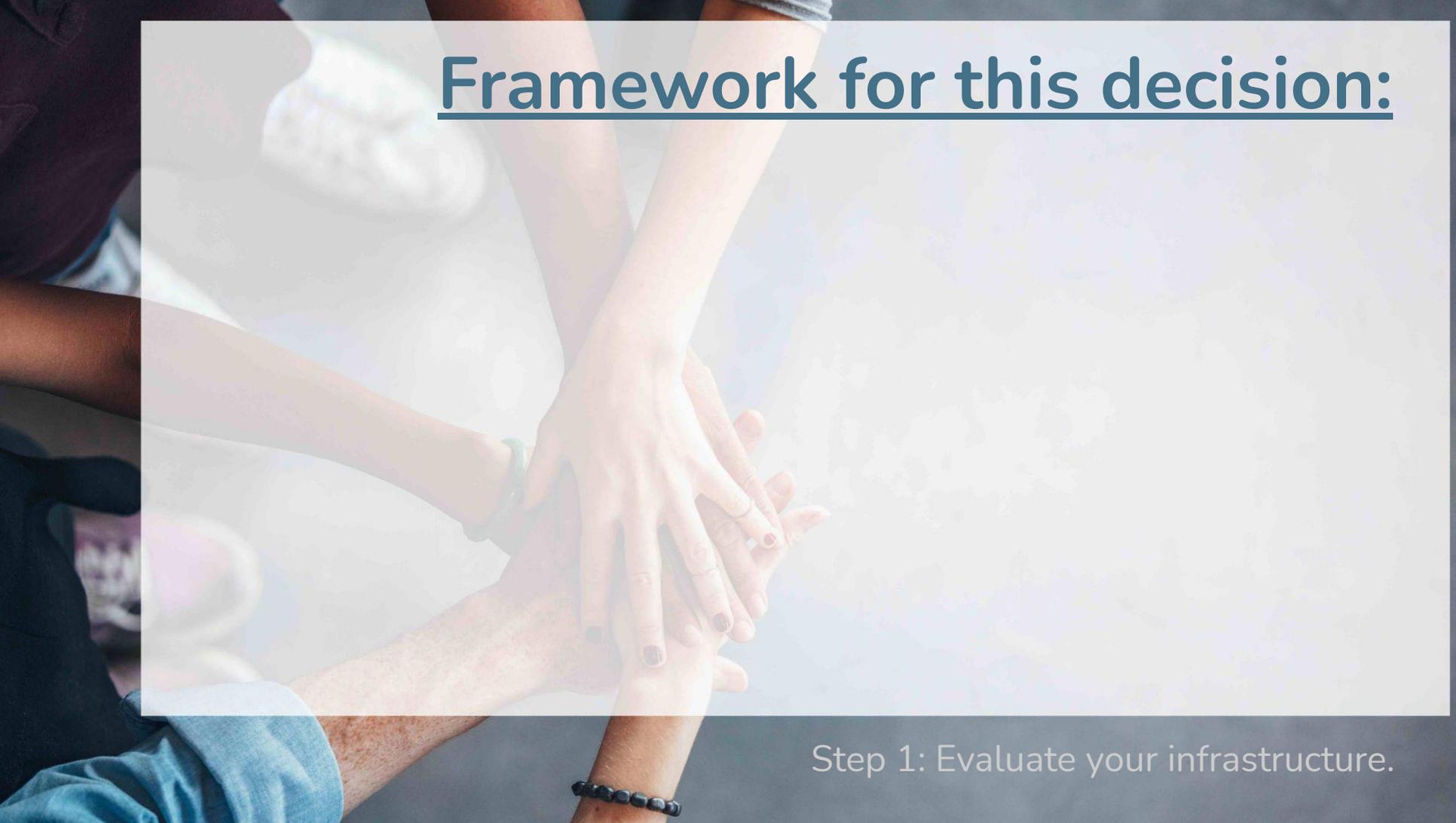
The Freelancer's Delima

Step 1: Evaluate your infrastructure.



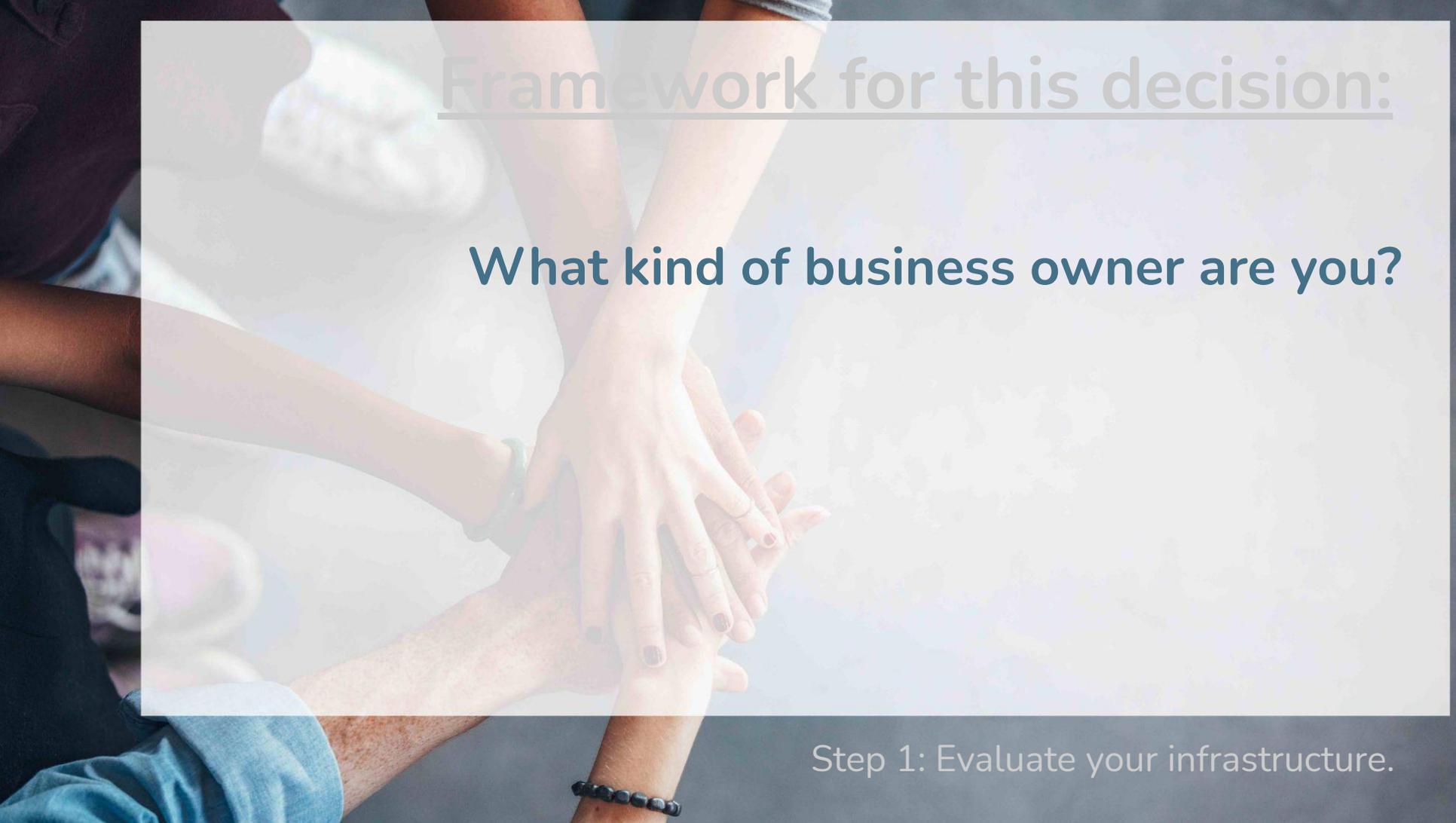
Is hiring someone a bad idea?

Step 1: Evaluate your infrastructure.

A photograph showing several people's hands stacked together in a circle, symbolizing teamwork and collaboration. The hands are of various skin tones and are positioned in a way that suggests a group effort. The background is a soft, out-of-focus light blue and white. The text 'Framework for this decision:' is overlaid on the top right of the image in a dark blue, bold font, underlined.

Framework for this decision:

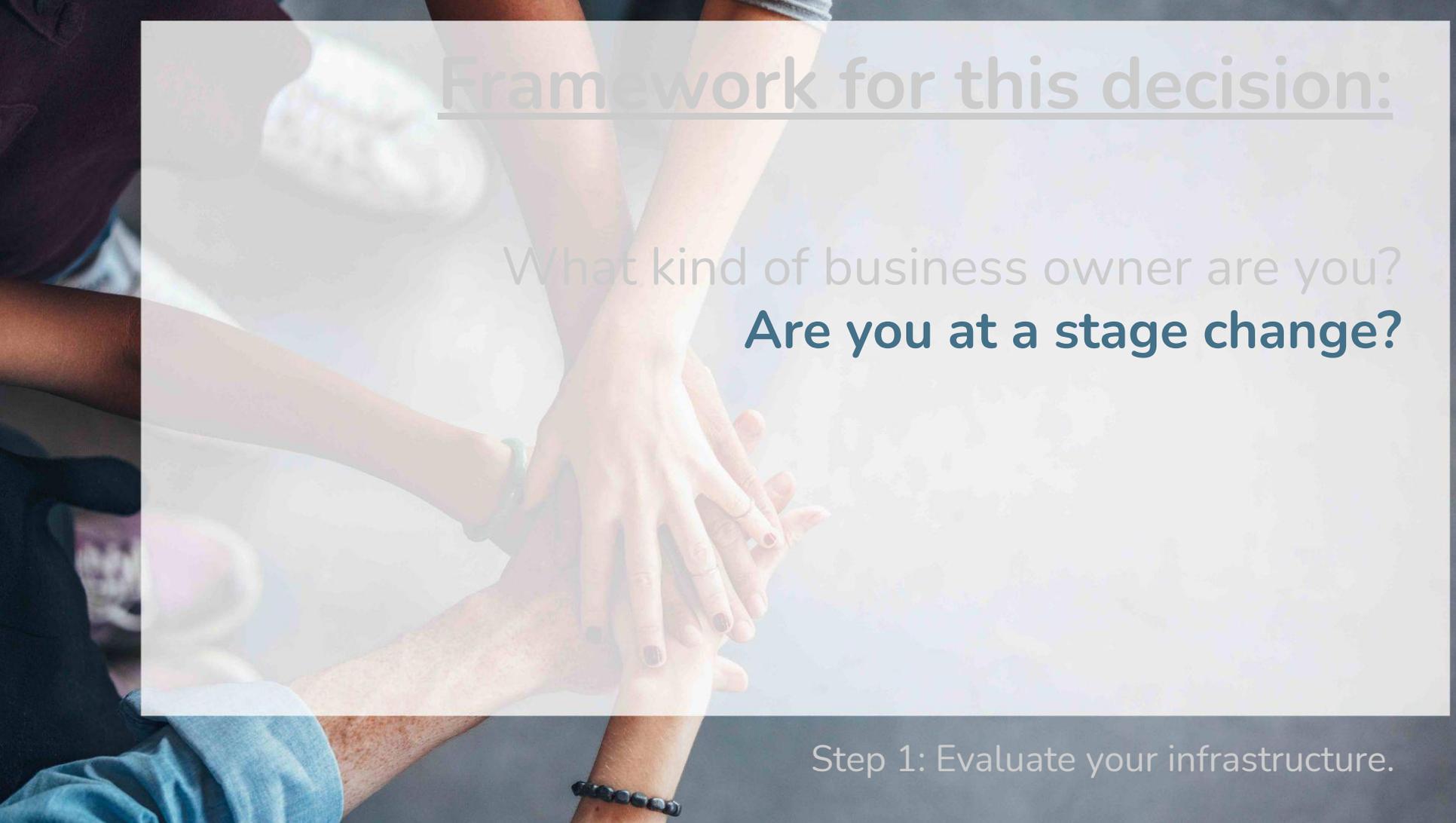
Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?

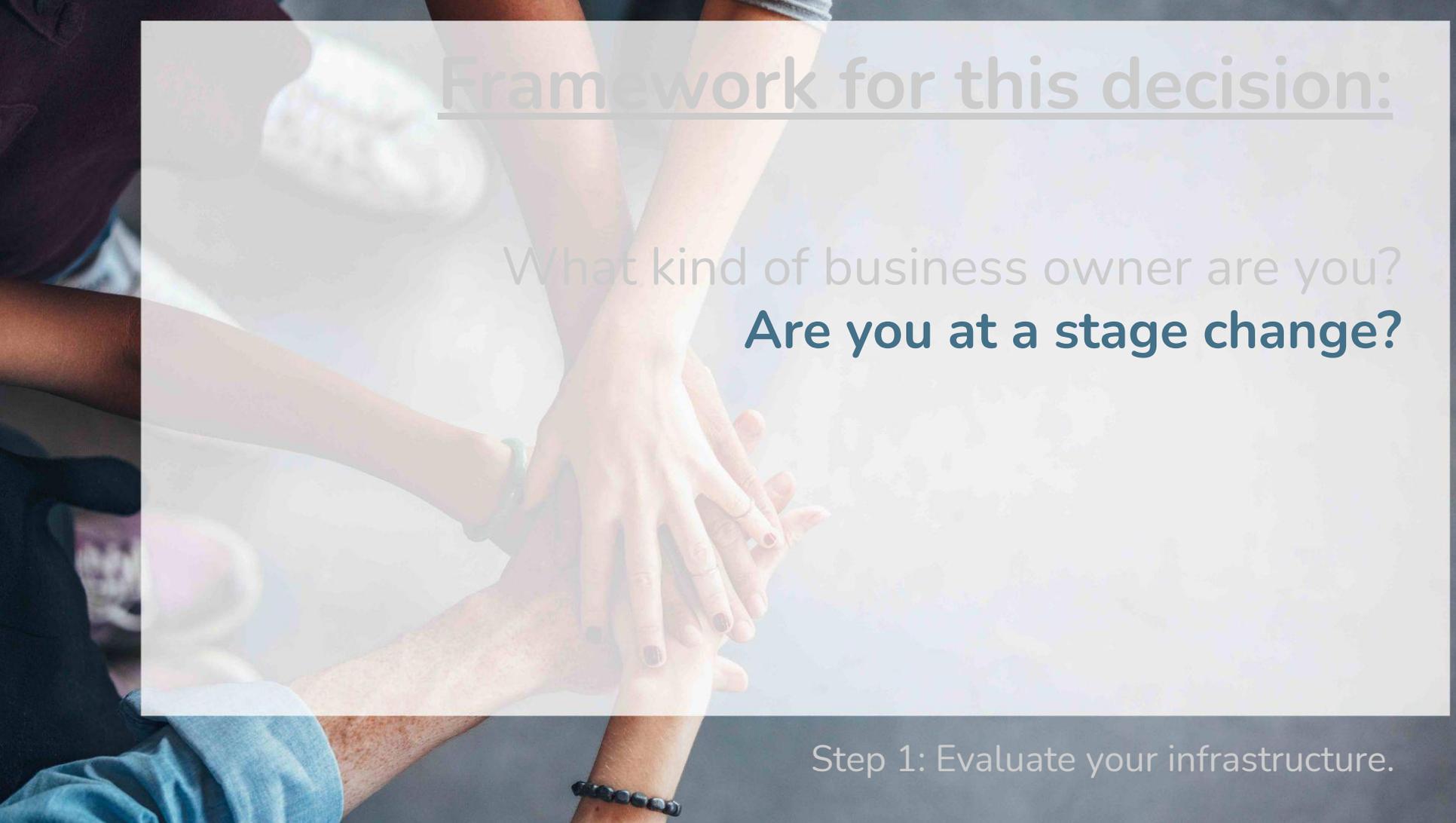
Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?
Are you at a stage change?

Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?
Are you at a stage change?

Step 1: Evaluate your infrastructure.

work for this decision:

nd of business owner are you?

Are you at a stage change?



Tripling Your Revenue

Originally Aired:

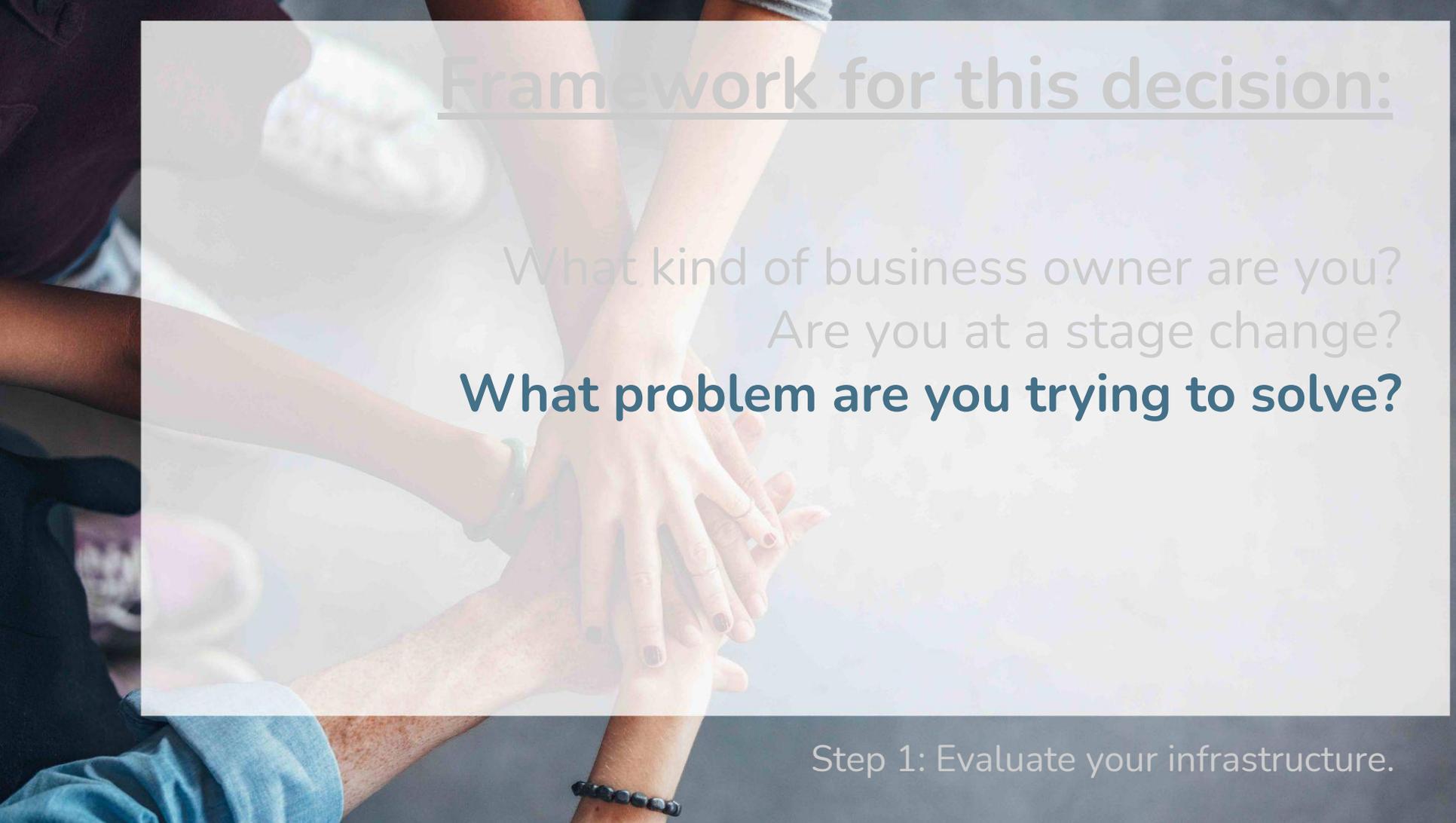
Thu, Jan 16, 2020 7:30 PM EST

Tripling revenue in your piano service business is NOT about working more hours or hiring a bunch of staff. The secret to 3x'ing your revenue while working a sane schedule is what this webinar is all about.

- [Slide Deck](#)
- [Tripling Your Revenue Handout](#)

▶ Watch Now

Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?
Are you at a stage change?

What problem are you trying to solve?

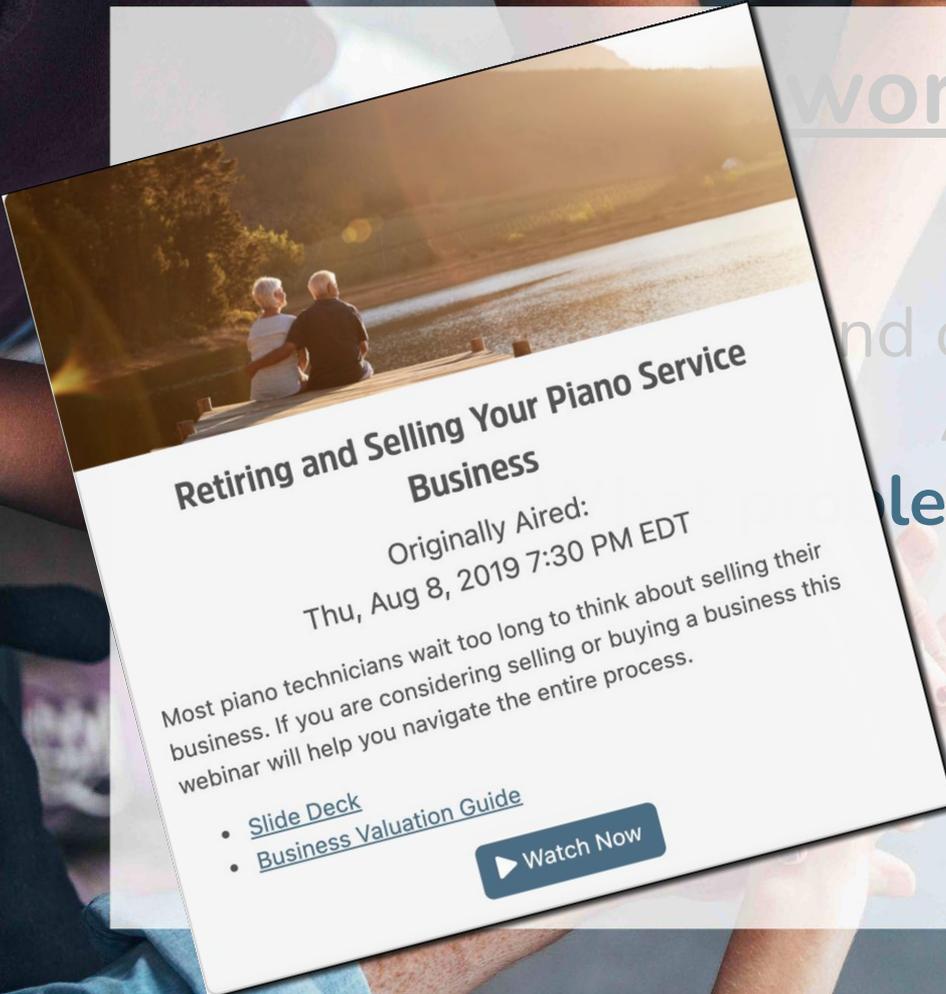
Step 1: Evaluate your infrastructure.

work for this decision:

nd of business owner are you?

Are you at a stage change?

Problem are you trying to solve?



Retiring and Selling Your Piano Service Business

Originally Aired:

Thu, Aug 8, 2019 7:30 PM EDT

Most piano technicians wait too long to think about selling their business. If you are considering selling or buying a business this webinar will help you navigate the entire process.

- [Slide Deck](#)
- [Business Valuation Guide](#)

▶ Watch Now

Step 1: Evaluate your infrastructure.



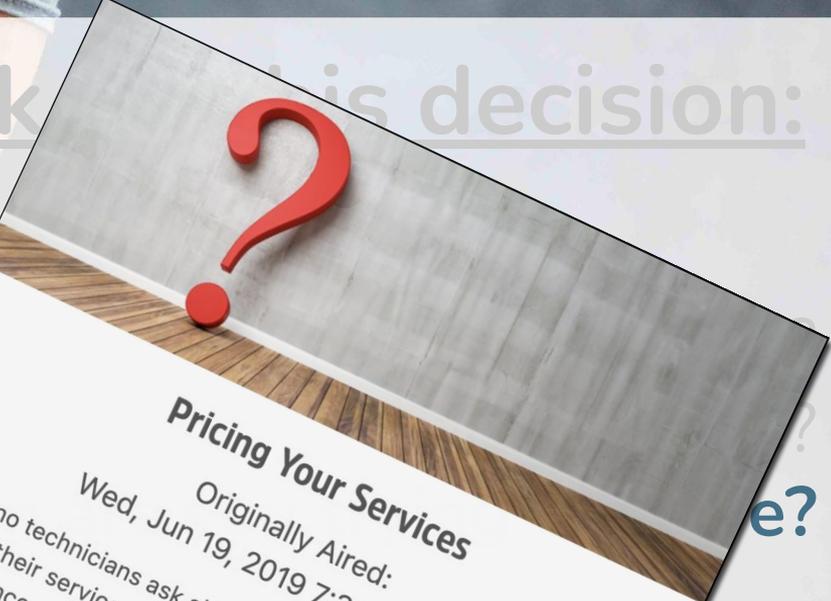
Retiring and Selling Your Piano Service Business

Originally Aired:
Thu, Aug 8, 2019 7:30 PM EDT

Most piano technicians wait too long to think about selling the business. If you are considering selling or buying a business, this webinar will help you navigate the entire process.

- [Slide Deck](#)
- [Business Valuation Guide](#)

▶ Watch Now



Pricing Your Services

Originally Aired:
Wed, Jun 19, 2019 7:30 PM EDT

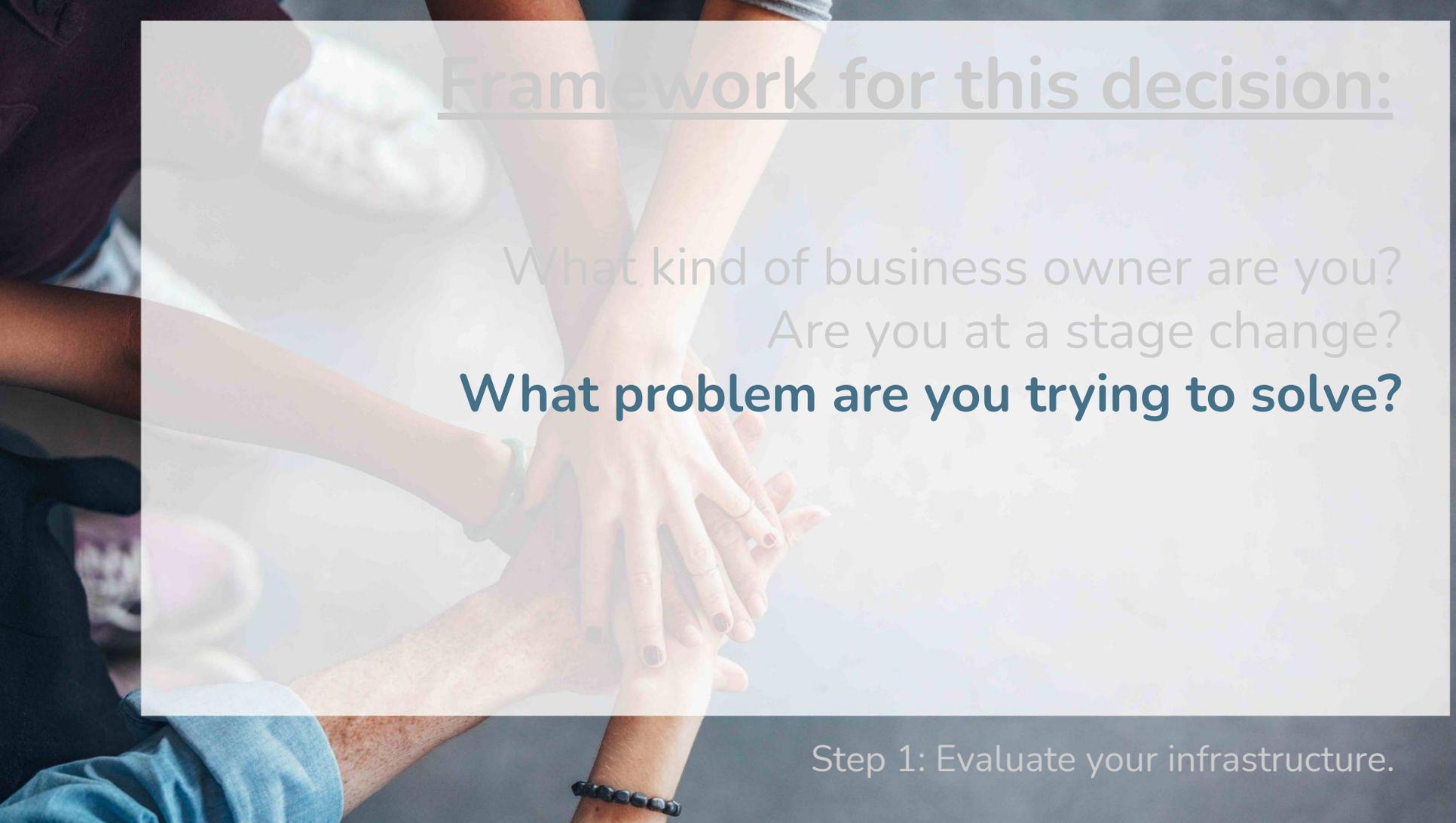
Most piano technicians ask all the wrong questions when it comes to pricing their services. By the end of this webinar you will have the confidence you need to make better pricing decisions.

- [Slide Deck](#)
- [Mystery Shopping Guide](#)

▶ Watch Now

work is decision:

Step 1: Evaluate infrastructure.

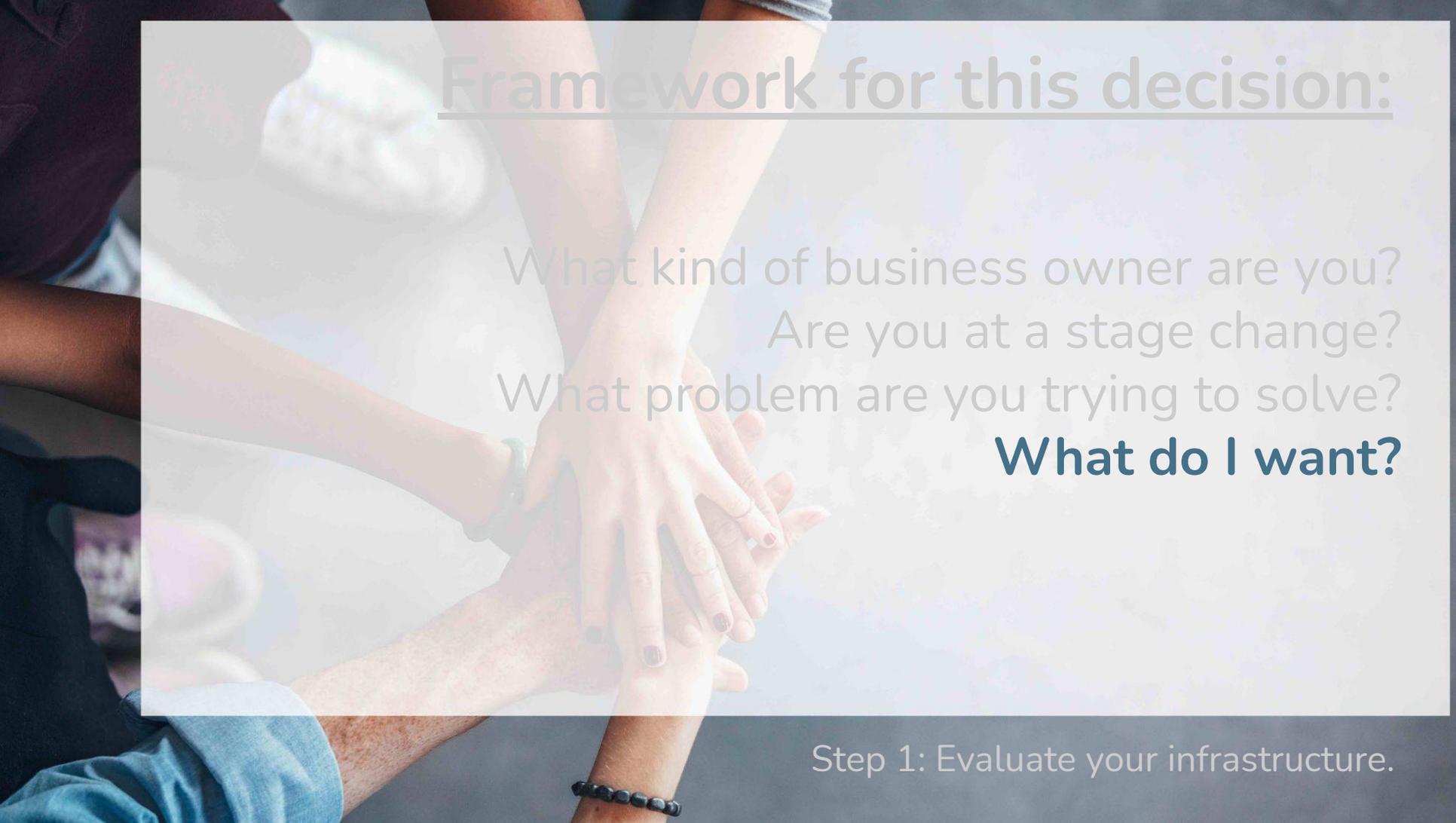


Framework for this decision:

What kind of business owner are you?
Are you at a stage change?

What problem are you trying to solve?

Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?

Are you at a stage change?

What problem are you trying to solve?

What do I want?

Step 1: Evaluate your infrastructure.



Framework for this decision:

What kind of business owner are you?

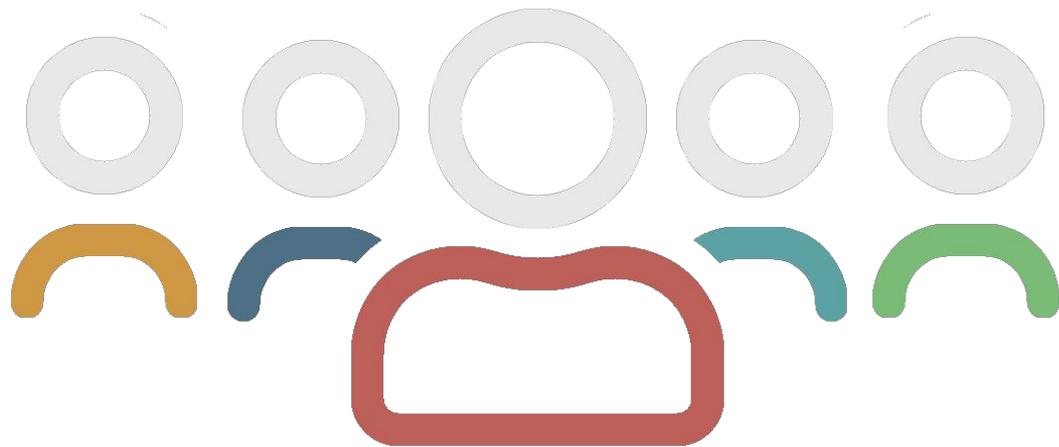
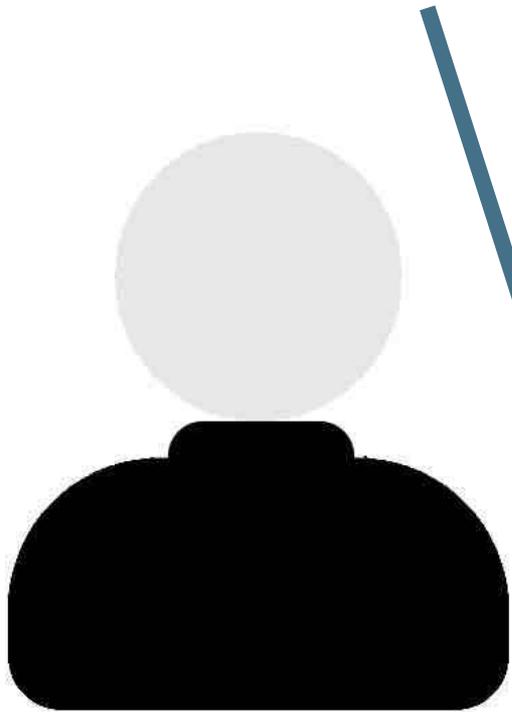
Are you at a stage change?

What problem are you trying to solve?

What do I want?

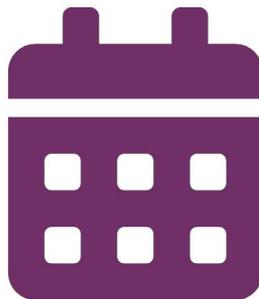
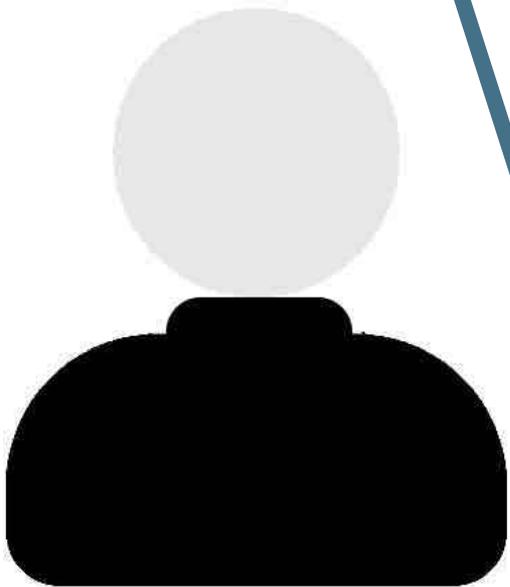
Should I work as a solo freelancer or lead a team?

Step 1: Evaluate your infrastructure.



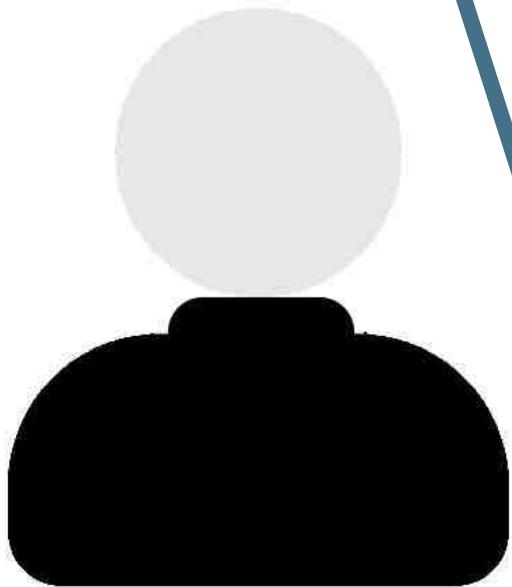
Which is better?

Step 1: Evaluate your infrastructure.



**I have more work
than I can handle!**

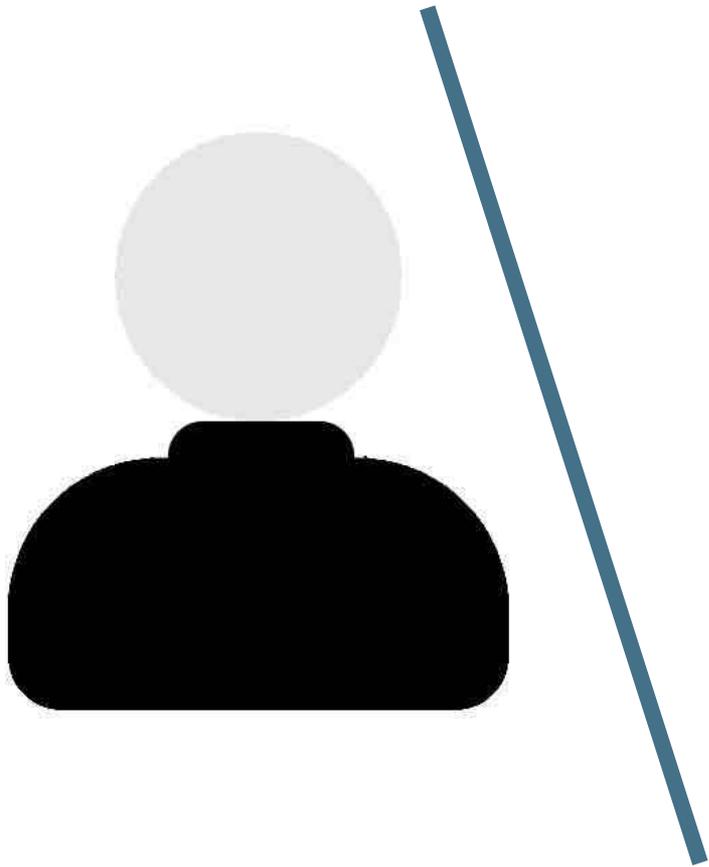
Step 1: Evaluate your infrastructure.



I have more work
than I can handle!



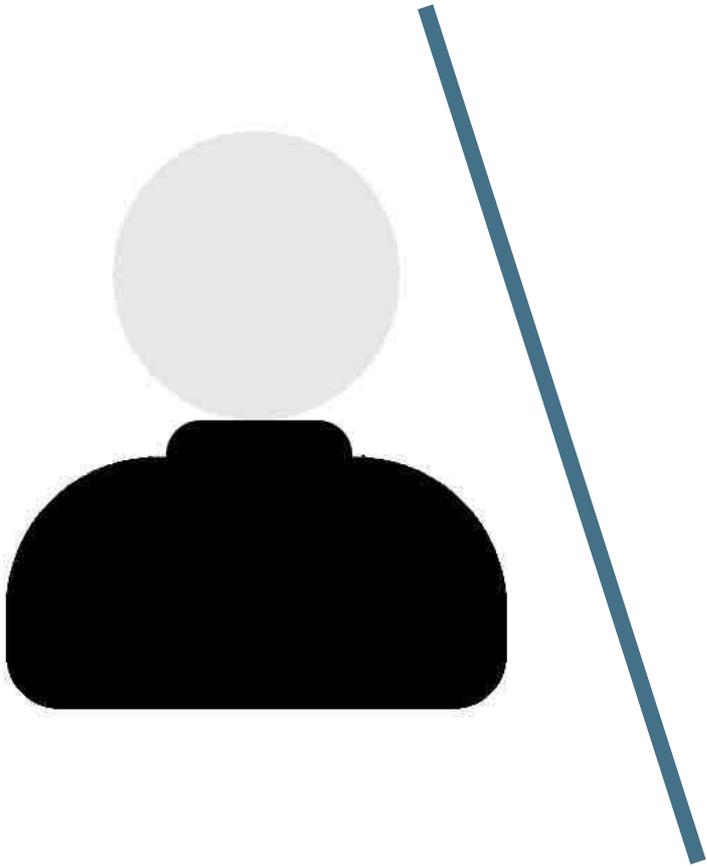
Step 1: Evaluate your infrastructure.



I have more work
than I can handle!



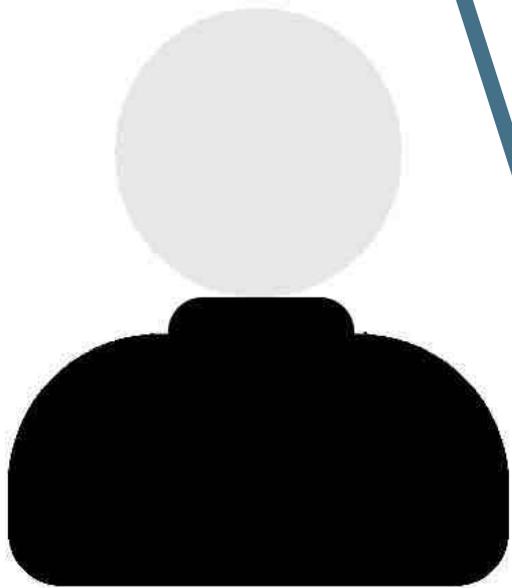
Step 1: Evaluate your infrastructure.



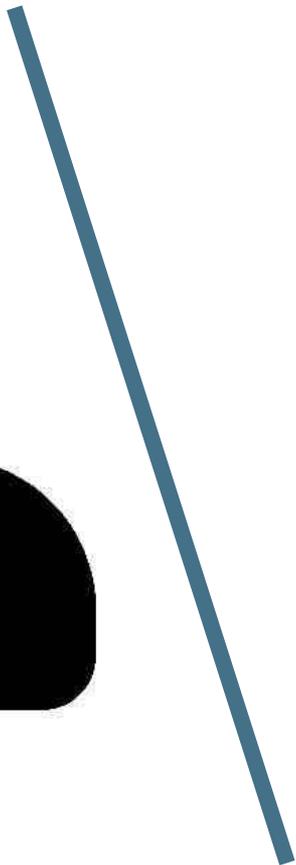
I have more work
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Step 1: Evaluate your infrastructure.



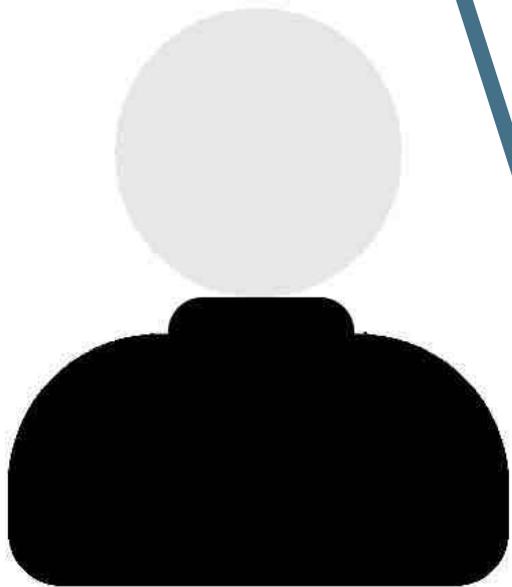
Solo



I have more work
than I can handle!



Step 1: Evaluate your infrastructure.

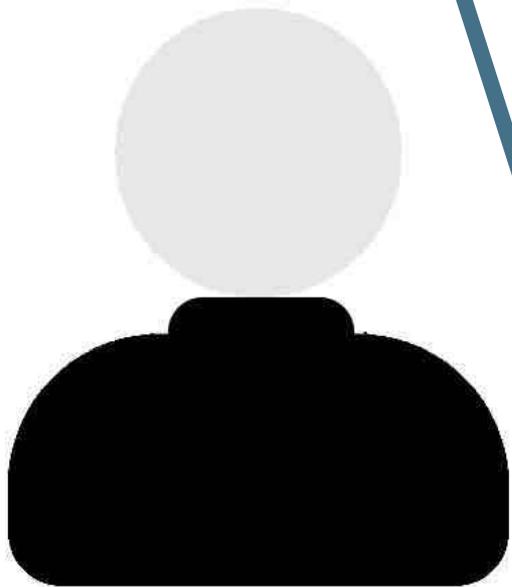


Solo



**I want to increase my
earning potential!**

Step 1: Evaluate your infrastructure.

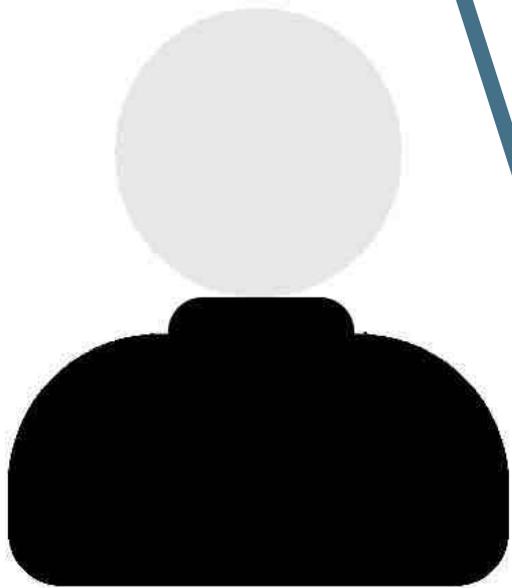


Solo

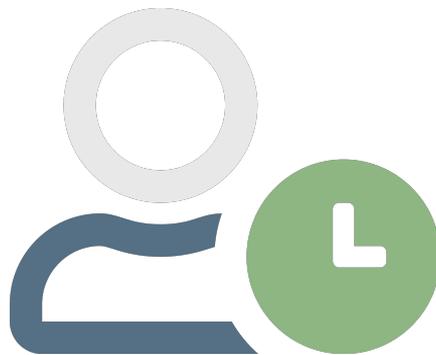


**I want to increase my
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Step 1: Evaluate your infrastructure.

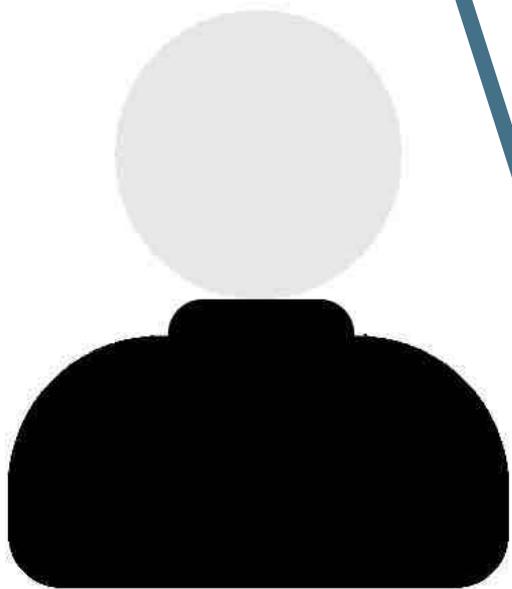


Solo

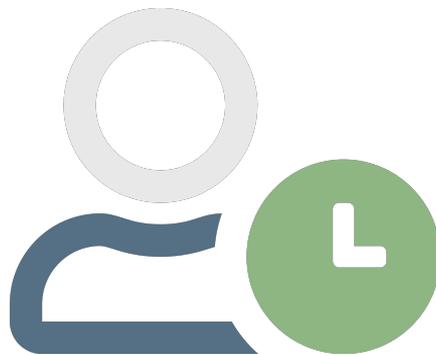


I want more time in
_____ area of life...

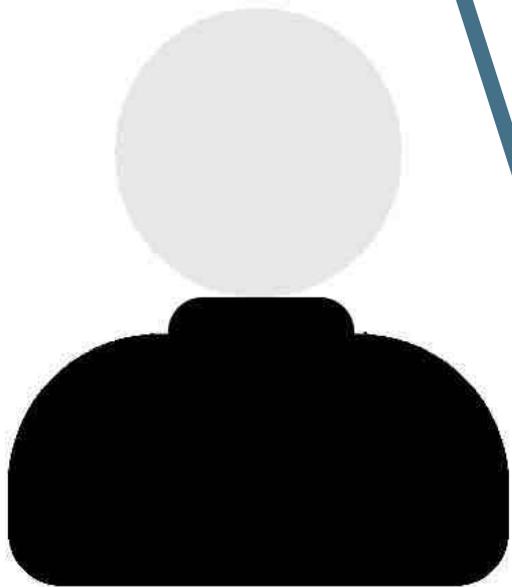
Step 1: Evaluate your infrastructure.



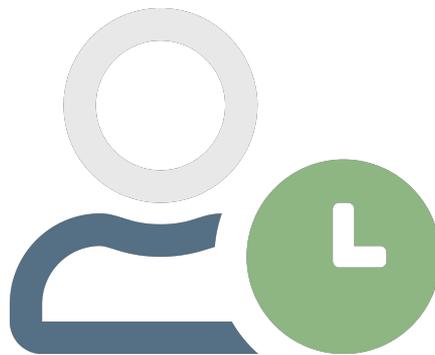
Solo



Step 1: Evaluate your infrastructure.



Solo



Subcontractor(s)



Gazelle

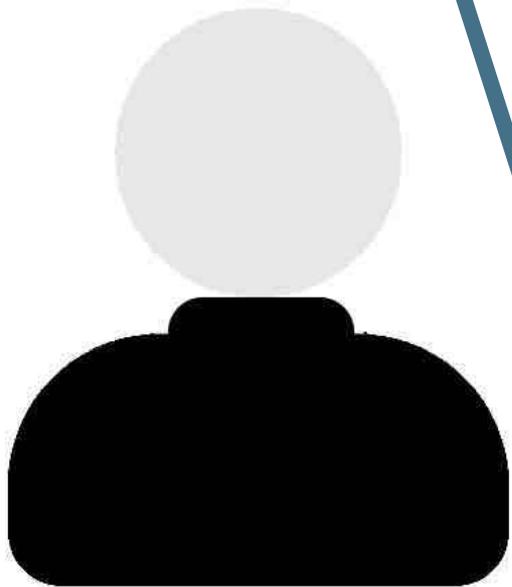


Office Assistant



Demo Piano Service

Step 1: Evaluate your infrastructure.



Solo



Subcontractor(s)



Gazelle

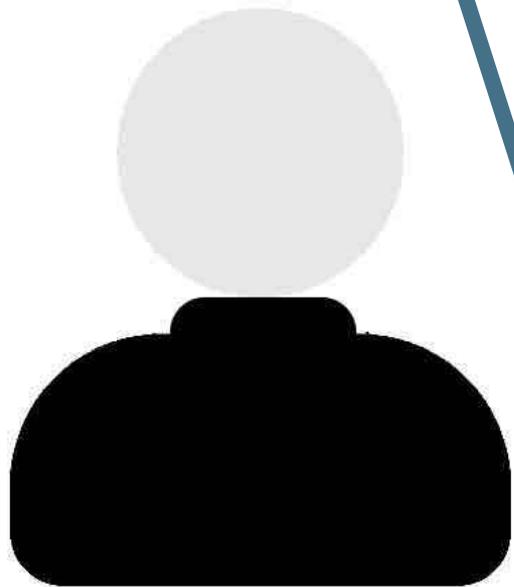


Bookkeeping

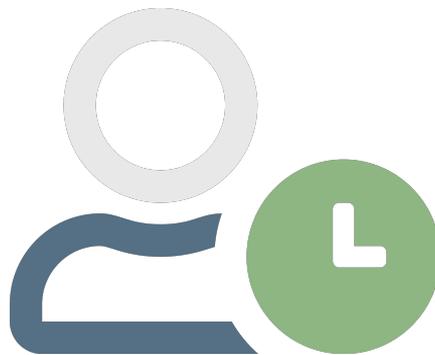


Office Assistant

Step 1: Evaluate your infrastructure.



Solo



Subcontractor(s)



Gazelle



Office Assistant

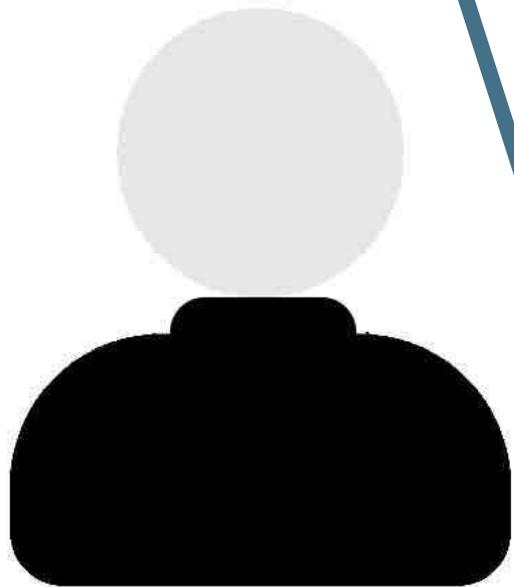


Bookkeeping

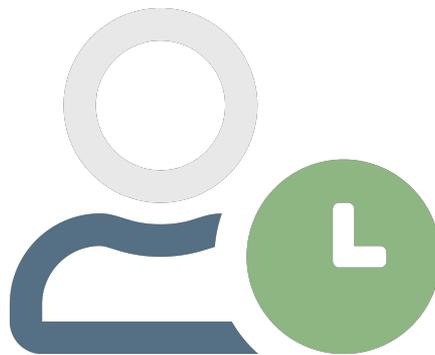


Technician

Step 1: Evaluate your infrastructure.



Solo



Subcontractor(s)

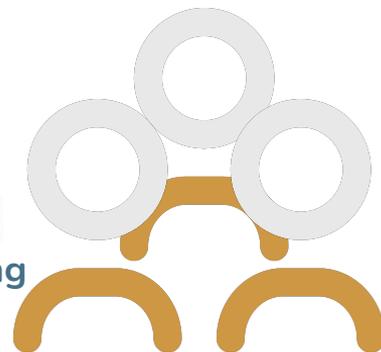


Gazelle



Office Assistant

Bookkeeping



Technician(s)

Step 1: Evaluate your infrastructure.



Solo



Solo + Subs

Subcontractor(s)



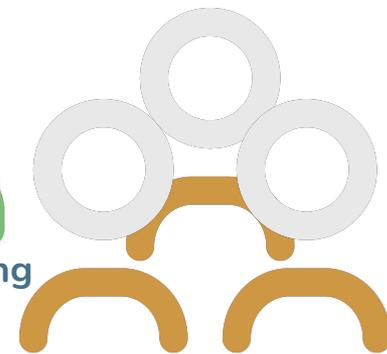
Gazelle



Office Assistant

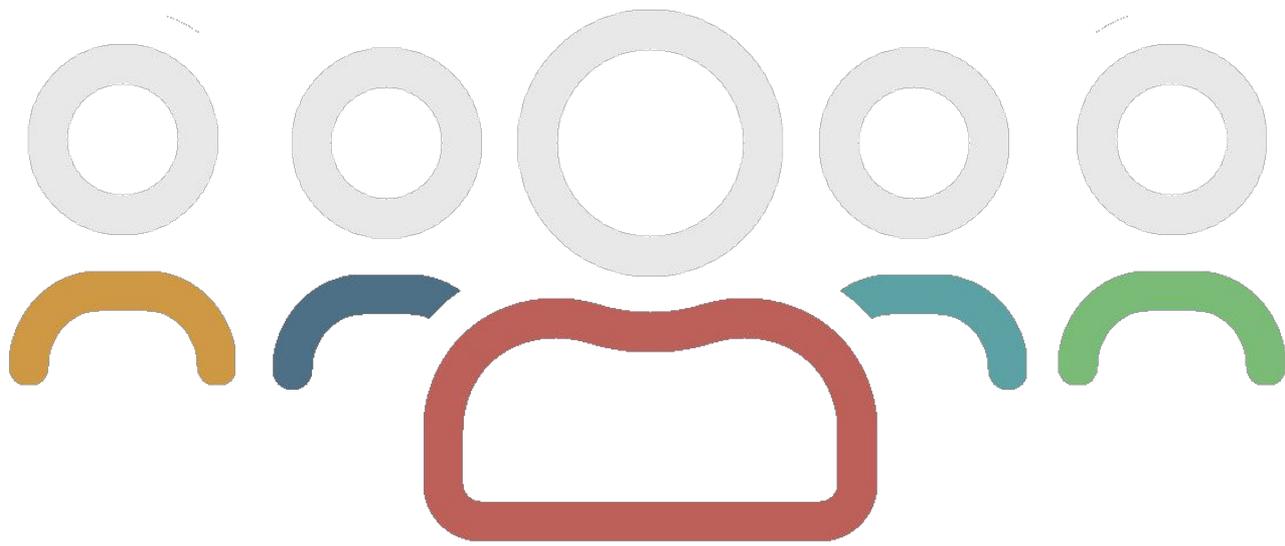


Bookkeeping



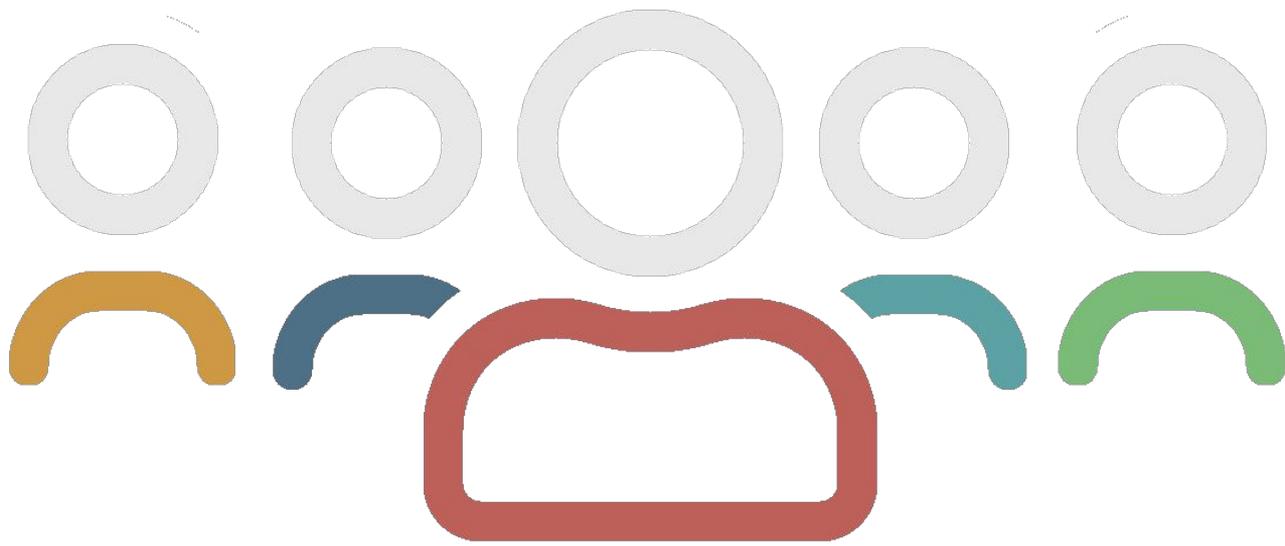
Technician(s)

Step 1: Evaluate your infrastructure.



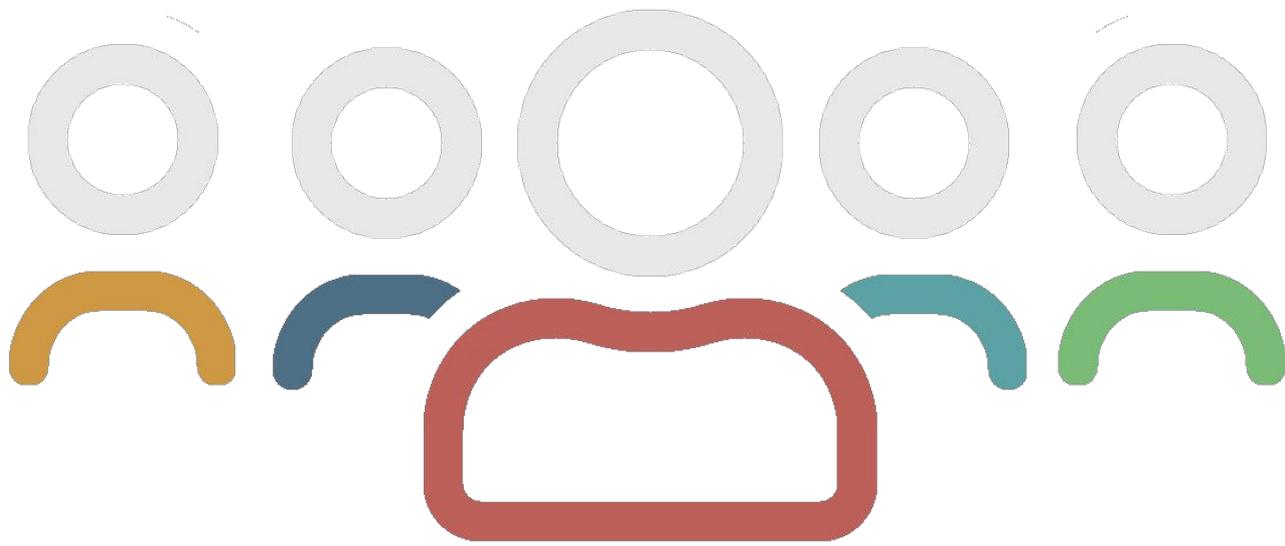
“I need a team...”

Step 1: Evaluate your infrastructure.



“I need a team...”

Step 1: Evaluate your infrastructure.



“I need a team...”

Step 1: Evaluate your infrastructure.

3 Types of Business Infrastructure

Step 1: Evaluate your infrastructure.

3 Types of Business Infrastructure



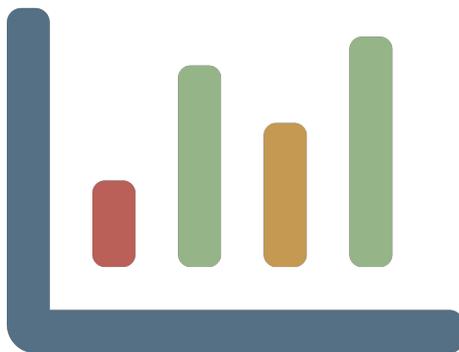
Revenue

Step 1: Evaluate your infrastructure.

3 Types of Business Infrastructure



Revenue



Cash flow

Step 1: Evaluate your infrastructure.

3 Types of Business Infrastructure



Revenue



Cash flow

Step 1: Evaluate your infrastructure.

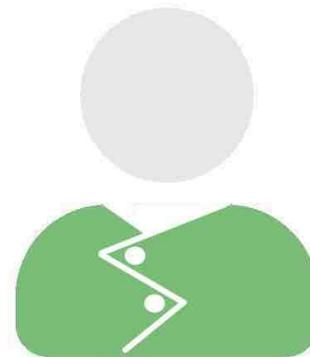
3 Types of Business Infrastructure



Revenue



Cash flow



Accounting / HR

Step 1: Evaluate your infrastructure.

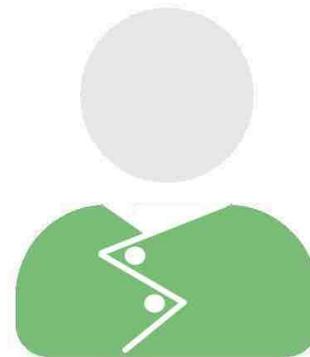
3 Types of Business Infrastructure



Revenue



Cash flow



Accounting / HR

Step 1: Evaluate your infrastructure.

Customer Relationship Manager



gazelle
all-in-one business management software
for piano technicians

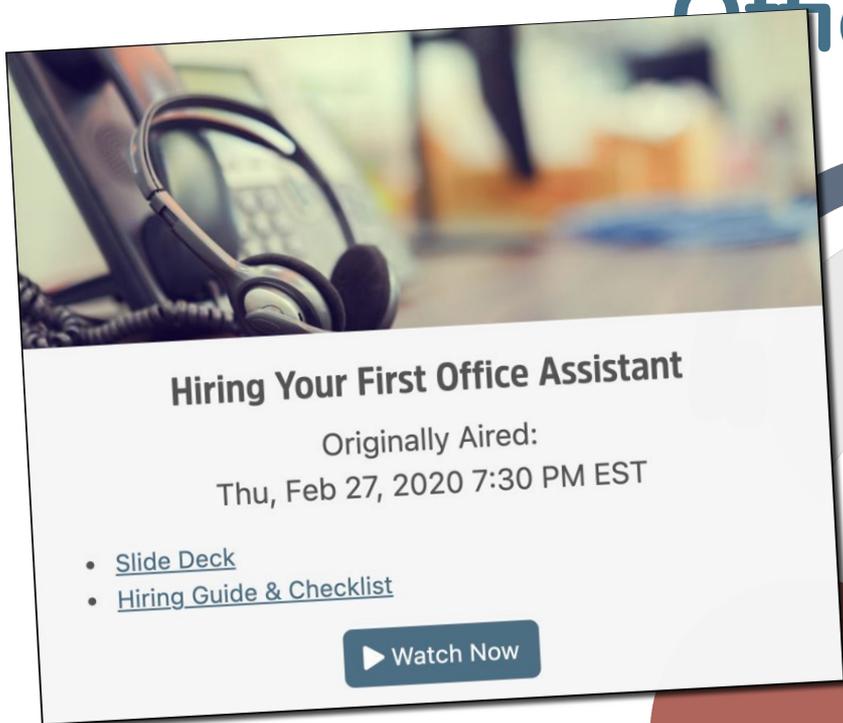
Step 1: Evaluate your infrastructure.

Office Staff



Step 1: Evaluate your infrastructure.

Office Staff



Hiring Your First Office Assistant

Originally Aired:
Thu, Feb 27, 2020 7:30 PM EST

- [Slide Deck](#)
- [Hiring Guide & Checklist](#)

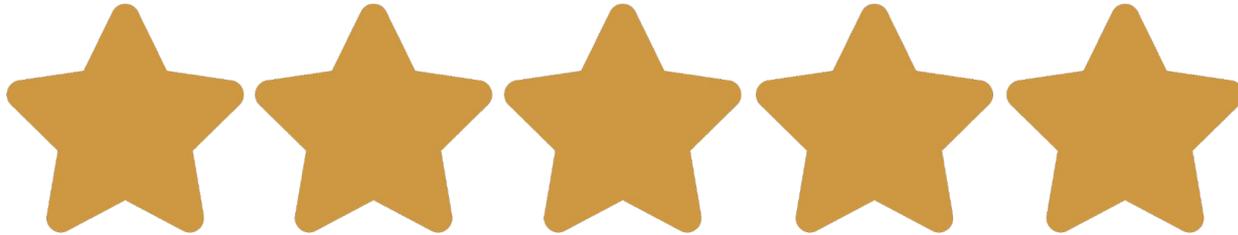
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Demo Piano Service

Step 1: Evaluate your infrastructure.

Marketing & Client Acquisition



Step 1: Evaluate your infrastructure.

Marketing &

Position

A tilted rectangular thumbnail for a webinar. The top portion shows a woman and a young girl smiling while playing a piano. Below the image is a white text box with the following content:

Finding & Retaining New Customers

Originally Aired:
Thu, Apr 15, 2021 7:30 PM EDT

You shouldn't have to be an advertising executive to build a successful small business. In this webinar we are going to teach you how to take any size marketing budget and turn it into a profitable marketing tool that helps find and retain great customers.

- [Slide Deck](#)

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Step 1: Evaluate your infrastructure.

Branding & Storytelling



Step 1: Evaluate your infrastructure.

g & Storytelling



Selling Your Story
Originally Aired:
Thu, Feb 18, 2021 7:30 PM EST

If you are going to build a business, you need to know how to share your story in a compelling way. It doesn't matter if you work solo or manage a team. Knowing how to sell your story is a critical skill to have as you grow your business from wherever it is today to whatever you aspire for it to become.

- [Slide Deck](#)
- [Guide](#)

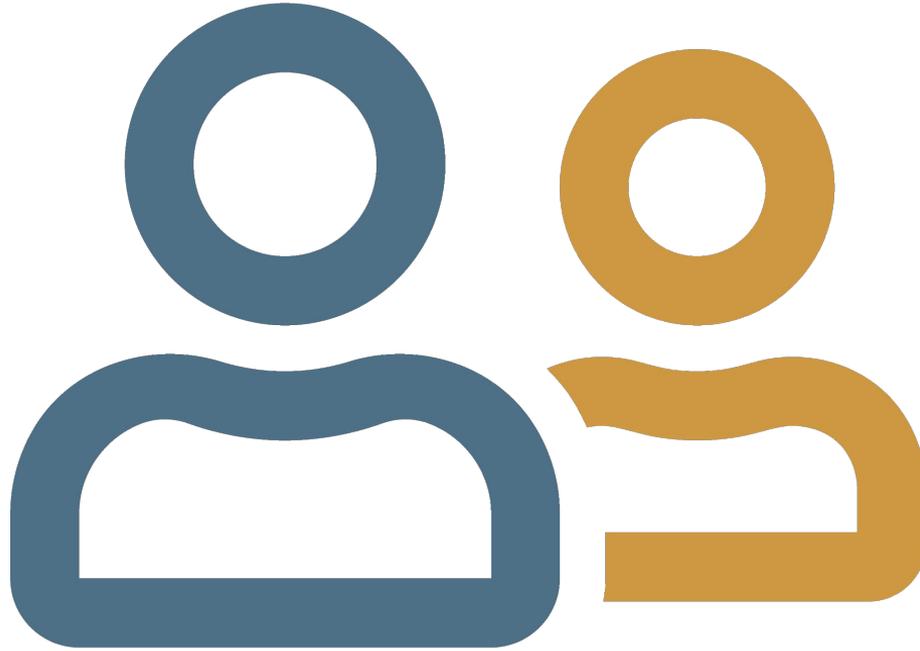
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MyWebsite.Com



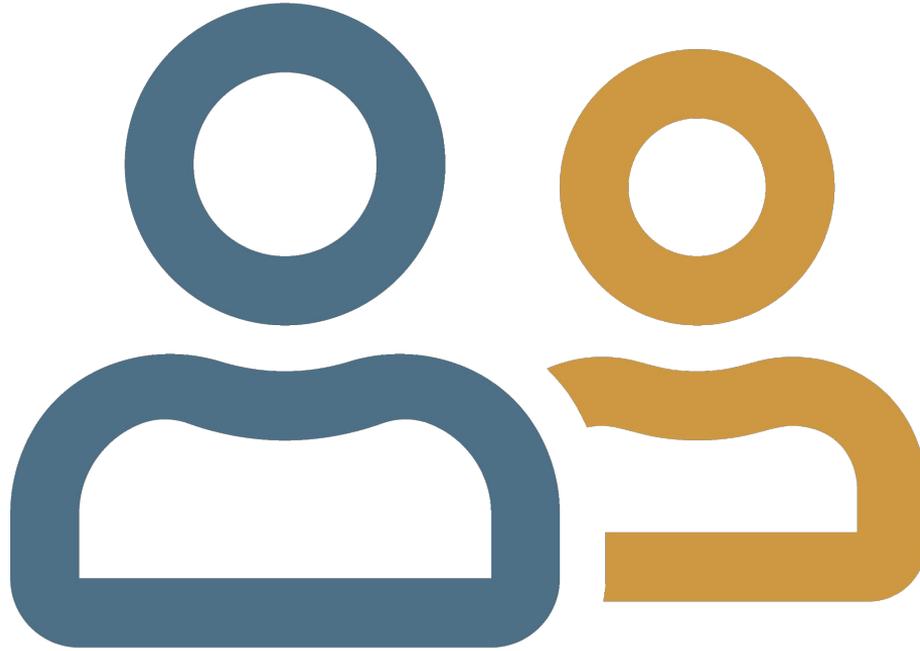
Step 1: Evaluate your infrastructure.

Training & Coaching



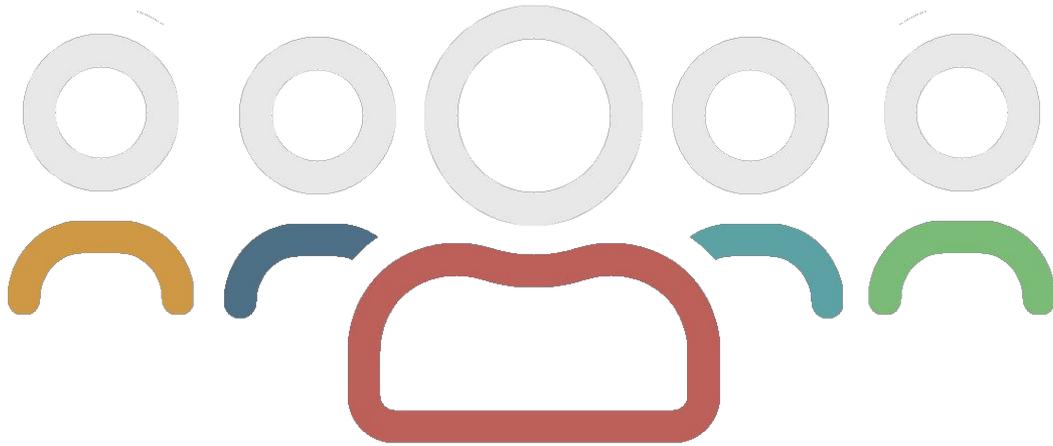
Step 1: Evaluate your infrastructure.

Training & Coaching



Step 1: Evaluate your infrastructure.

Good Business Infrastructure Prevents Disaster



Step 1: Evaluate your infrastructure.



Don't jump the gun!

For a short time, you need to continue
behaving like the business you are
today.

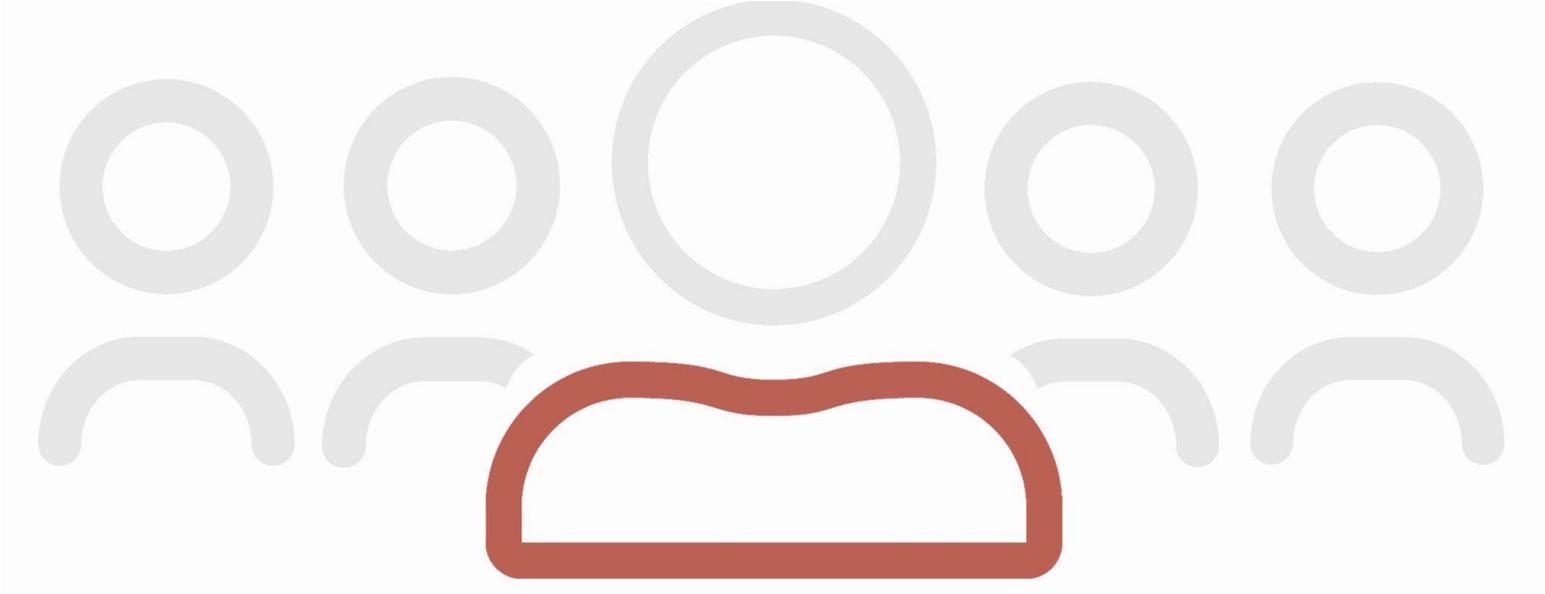
Step 1: Evaluate your infrastructure.



(step 2)

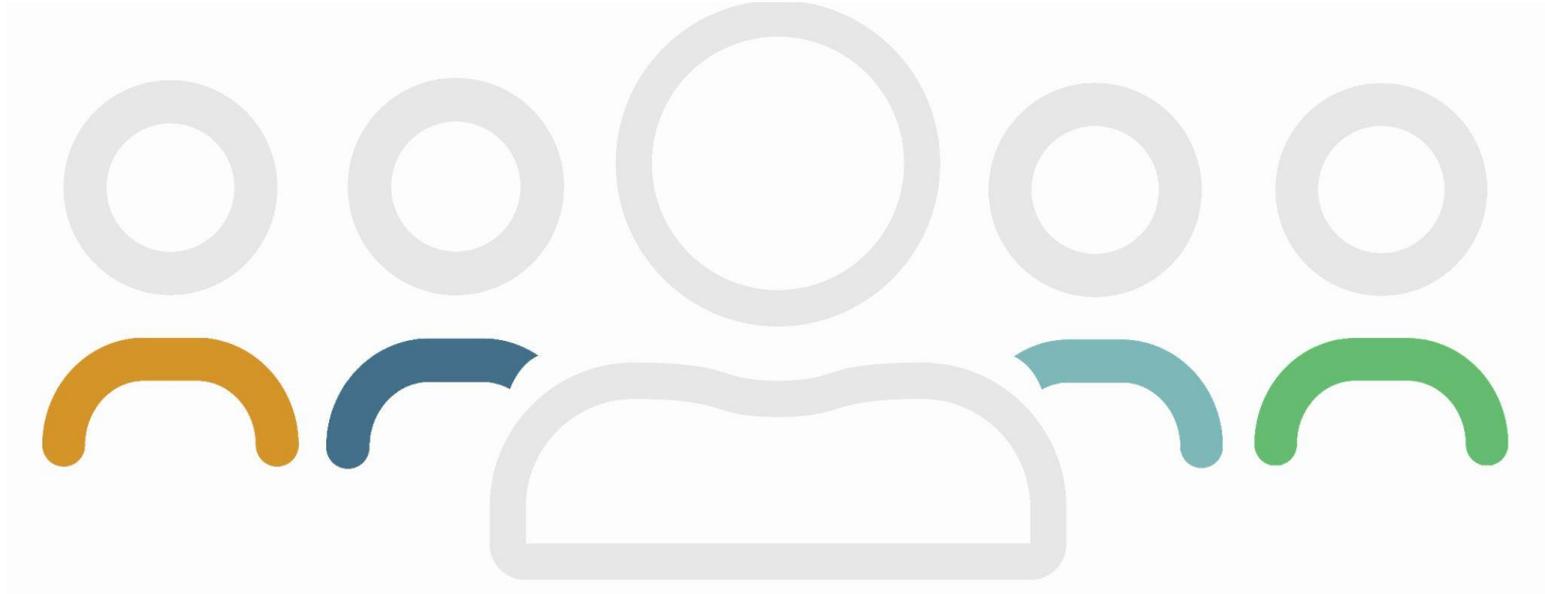
**Set everyone
up for success!**

Set yourself up financially.



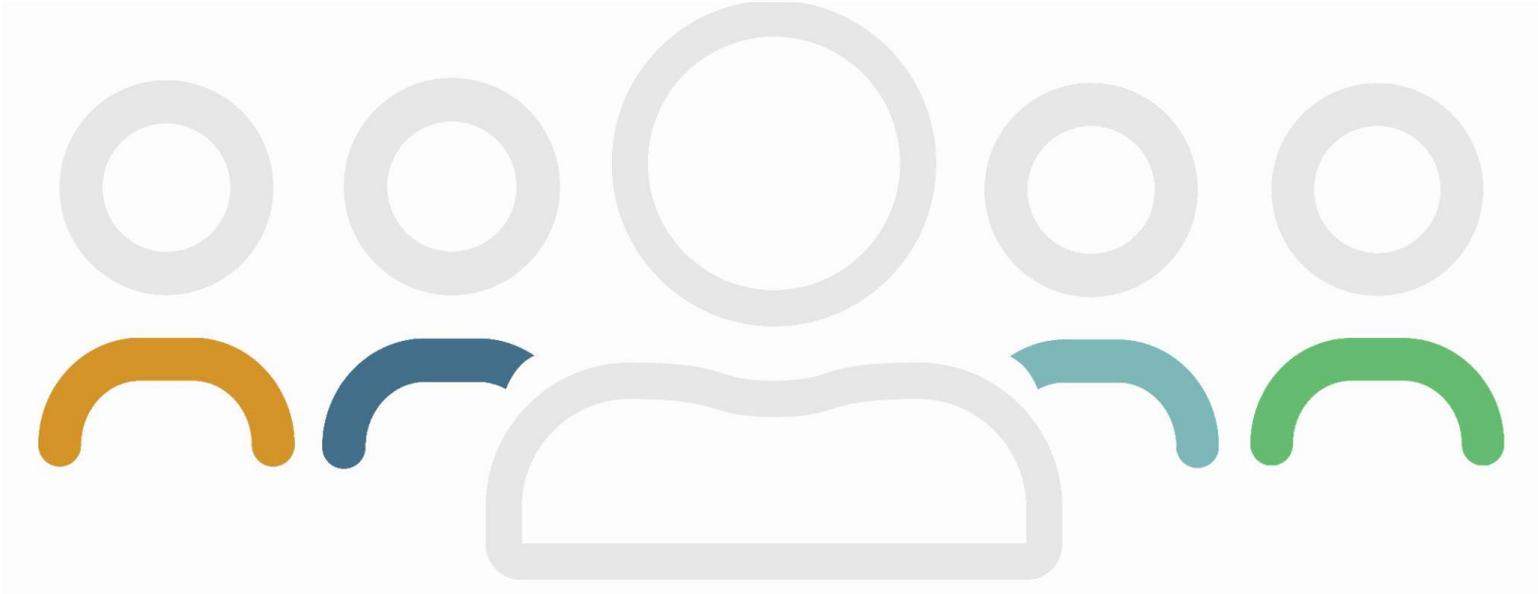
Step 2: Set everyone up for success.

Set your team members up financially.



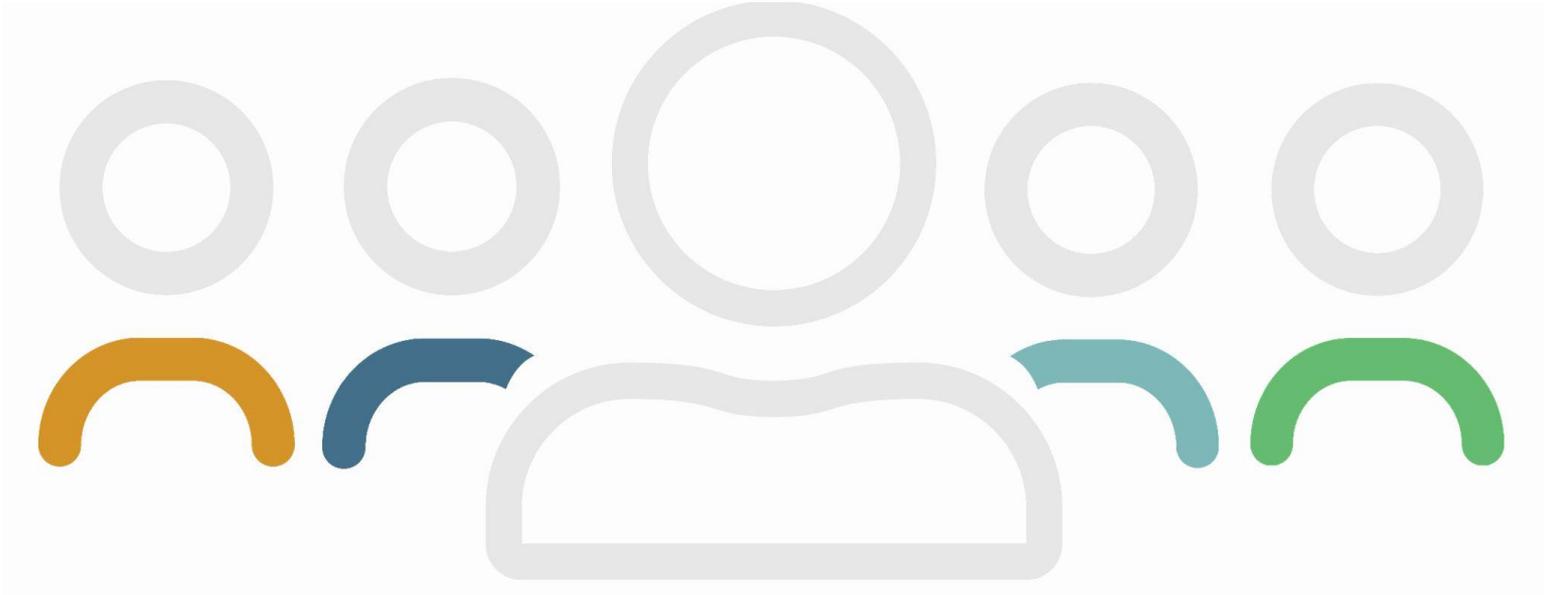
Step 2: Set everyone up for success.

Pay them enough!



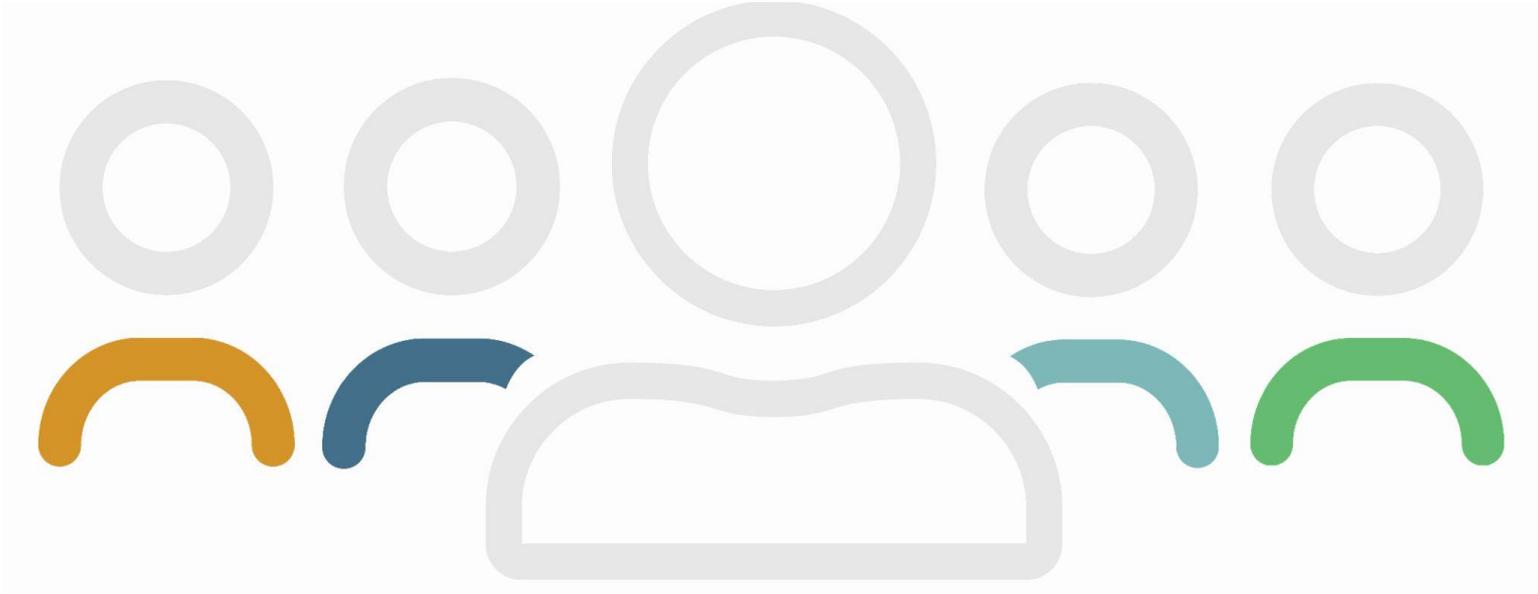
Step 2: Set everyone up for success.

Pay them what they are worth.



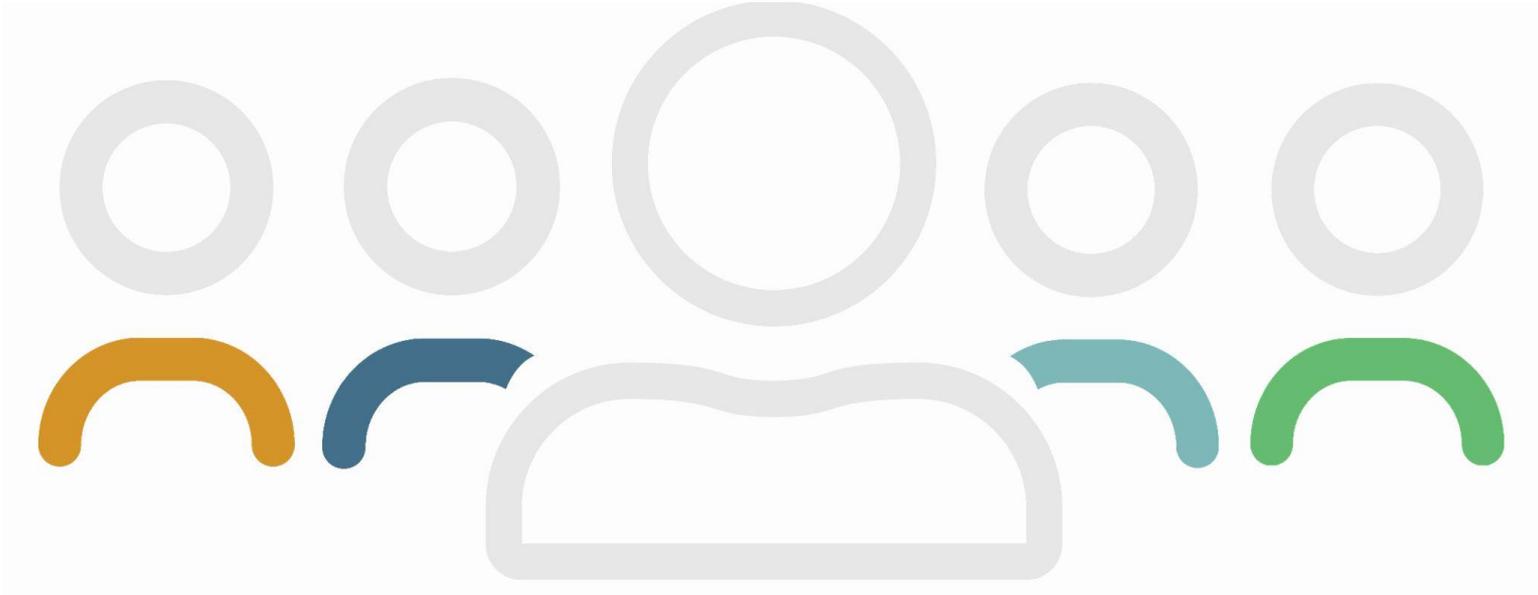
Step 2: Set everyone up for success.

Aim to pay them well.



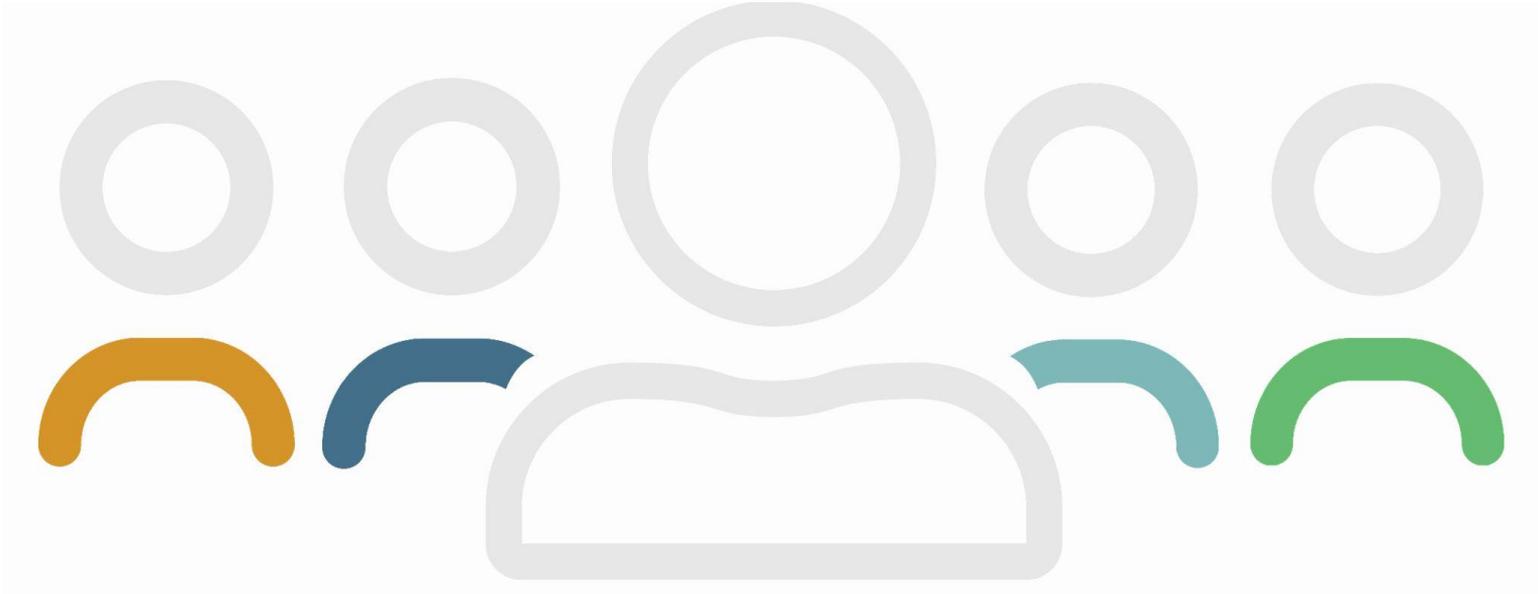
Step 2: Set everyone up for success.

Pay them so you can continue to pay them.



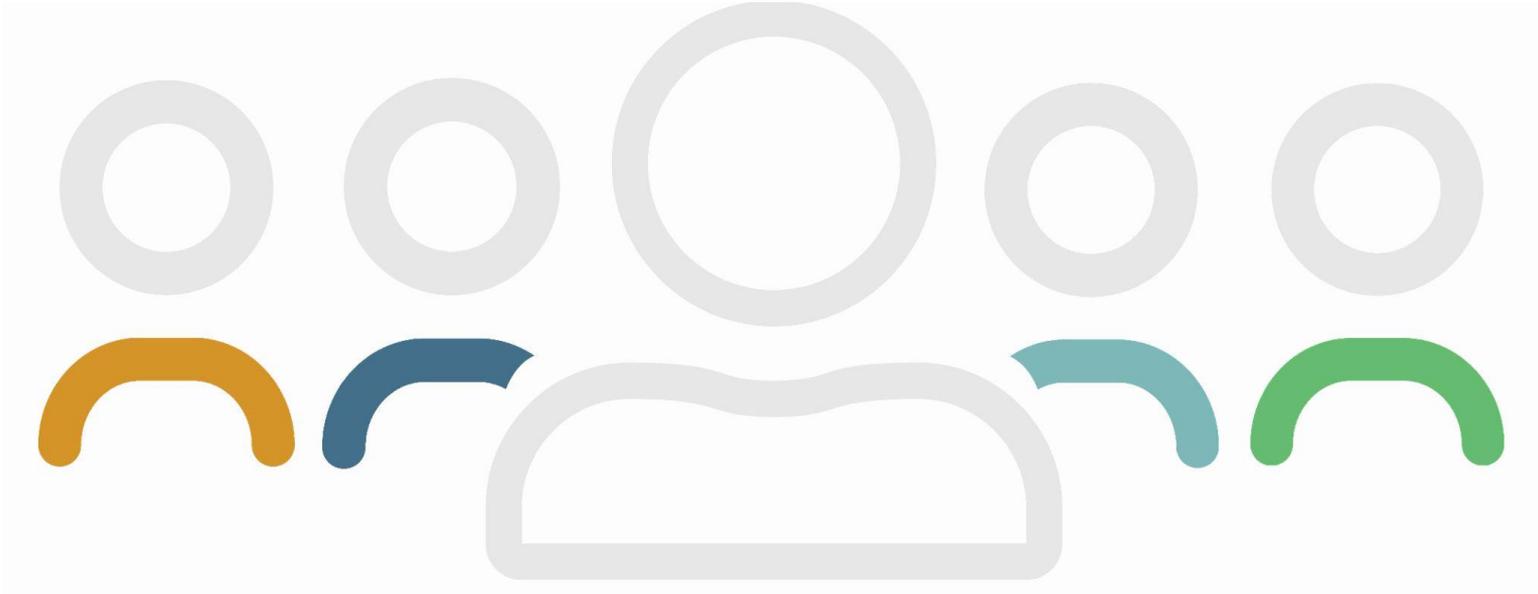
Step 2: Set everyone up for success.

Pay them for their expenses.



Step 2: Set everyone up for success.

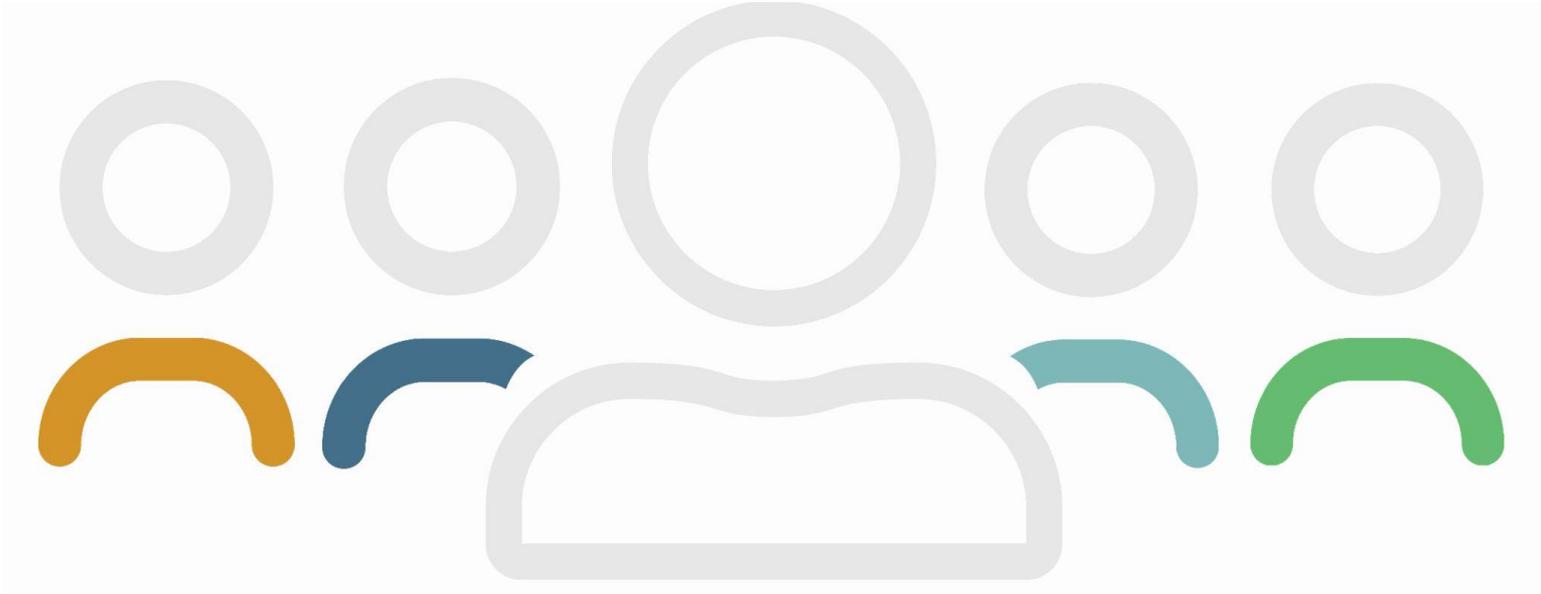
Pay them for some 'Time Off'.



Step 2: Set everyone up for success.

Offer benefits.

PTO, sick pay, health insurance, disability, life, and 401k....



Step 2: Set everyone up for success.

Compensation Structure



Step 2: Set everyone up for success.

Compensation Structure

Keep it simple!



Step 2: Set everyone up for success.

Compensation Structure

Keep it simple!
Keep it focused!



Step 2: Set everyone up for success.

Compensation Structure

Keep it simple!
Keep it focused!
Keep it steady!



Step 2: Set everyone up for success.

Compensation Structure

You can pay hourly.



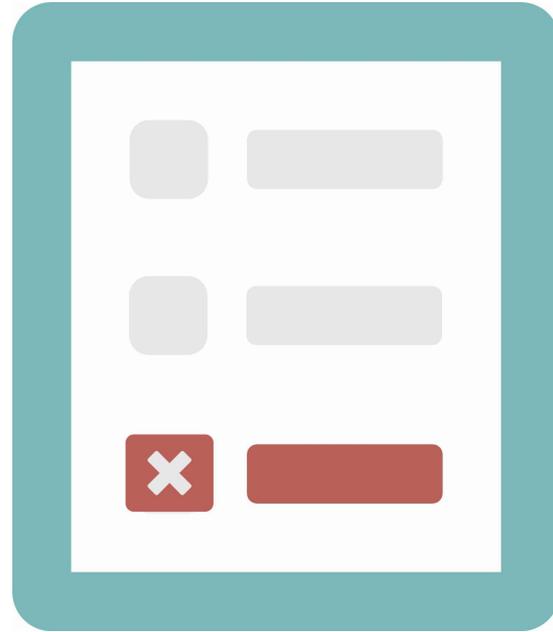
Step 2: Set everyone up for success.

Give them a thorough job description.



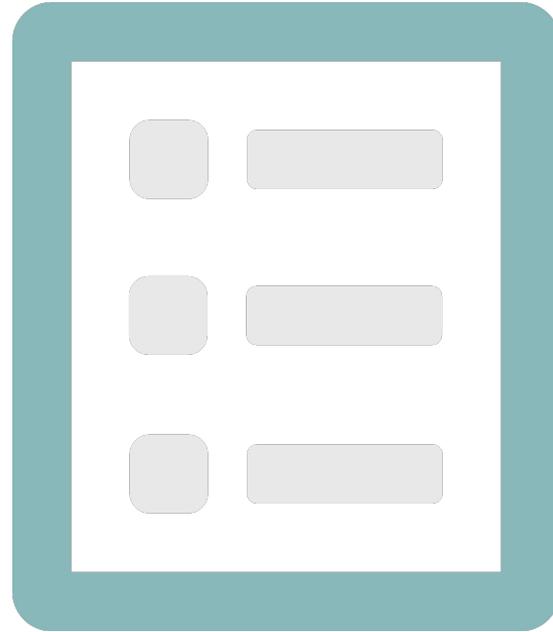
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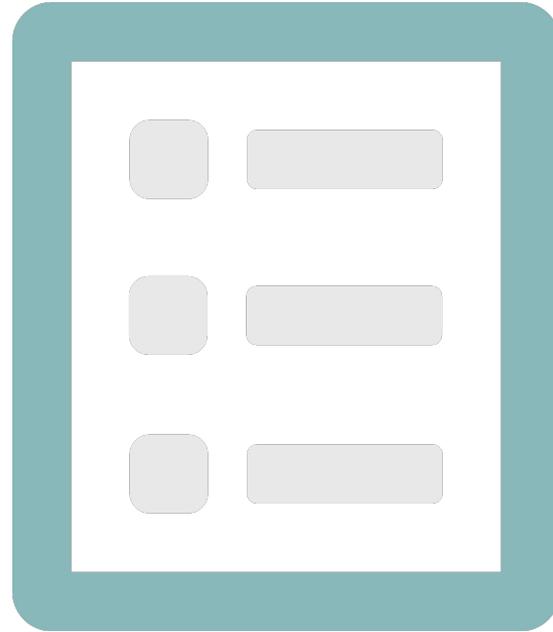
Step 2: Set everyone up for success.

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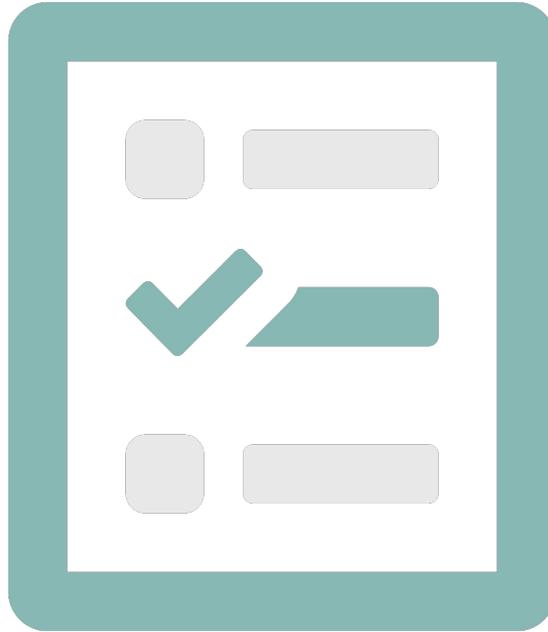
Step 2: Set everyone up for success.

Give them a thorough job description.



Step 2: Set everyone up for success.

Simplify their success metrics!



Step 2: Set everyone up for success.

Don't expect them to be you!



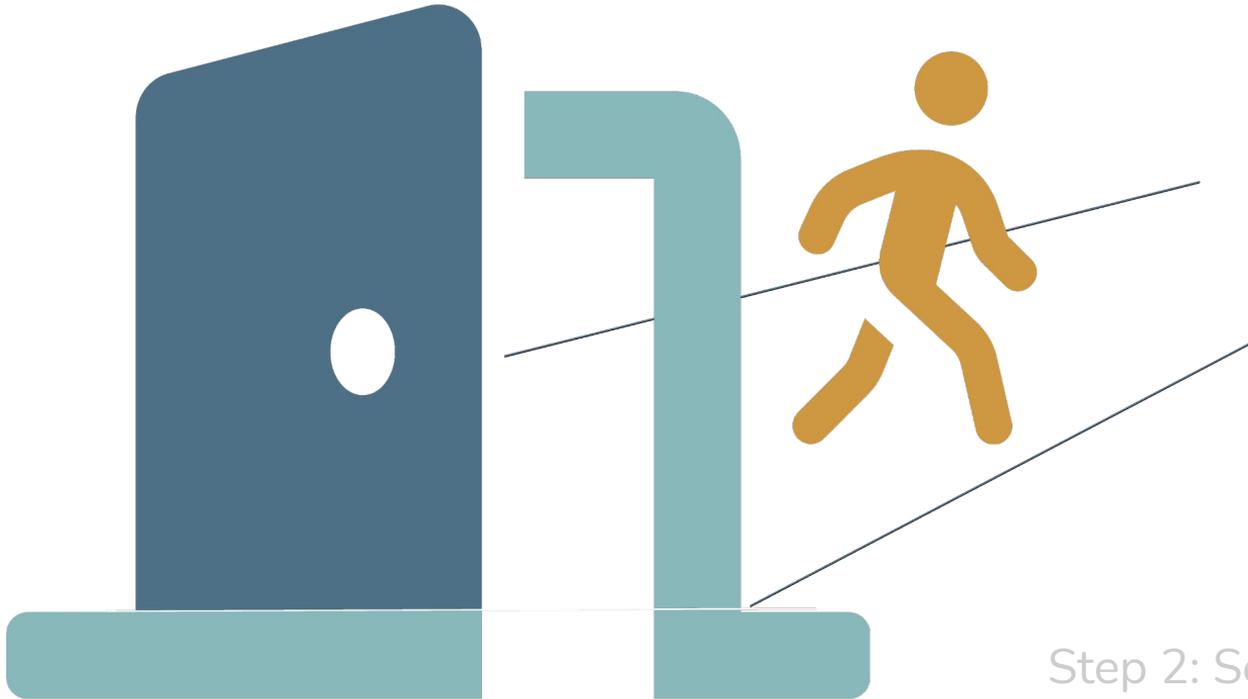
Step 2: Set everyone up for success.

Communicate your revenue expectations.



Step 2: Set everyone up for success.

Planning for turnover.



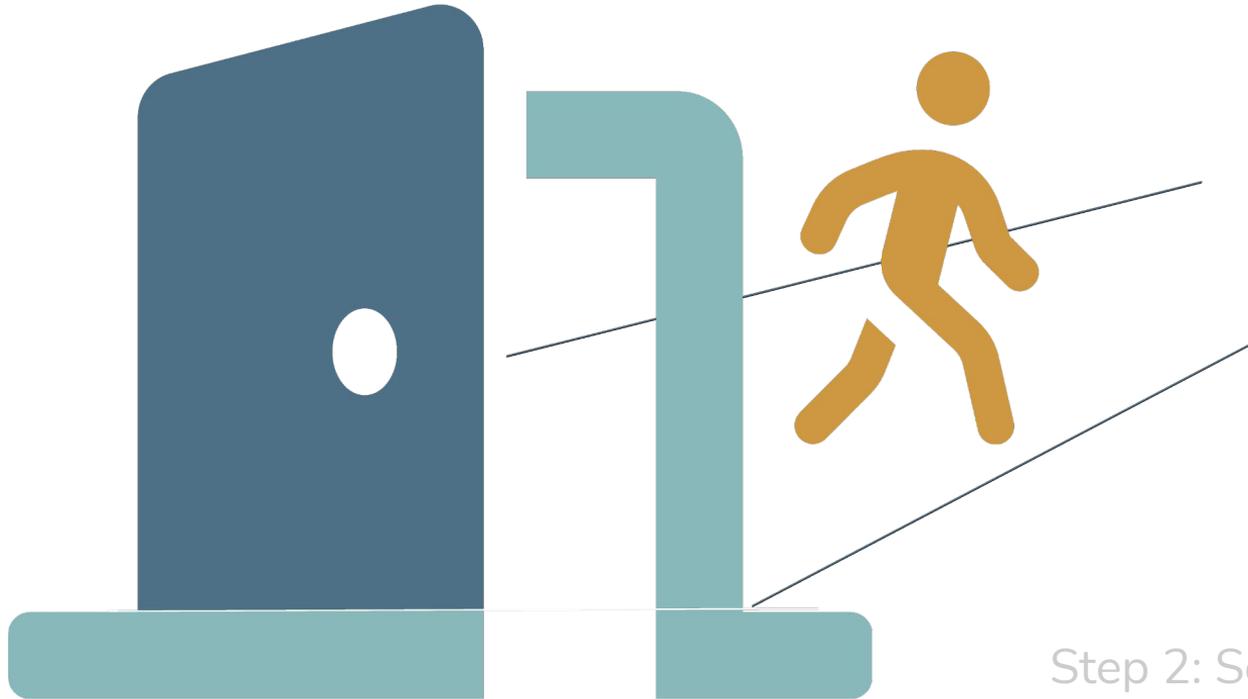
Step 2: Set everyone up for success.

Minimize turnover.



Step 2: Set everyone up for success.

Minimize turnover.



Bad
Management

Step 2: Set everyone up for success.

Minimize turnover.



Work
Environment

Step 2: Set everyone up for success.

Minimize turnover.



Poor
Relationships

Step 2: Set everyone up for success.

Minimize turnover.



Challenge of
the job.

Step 2: Set everyone up for success.

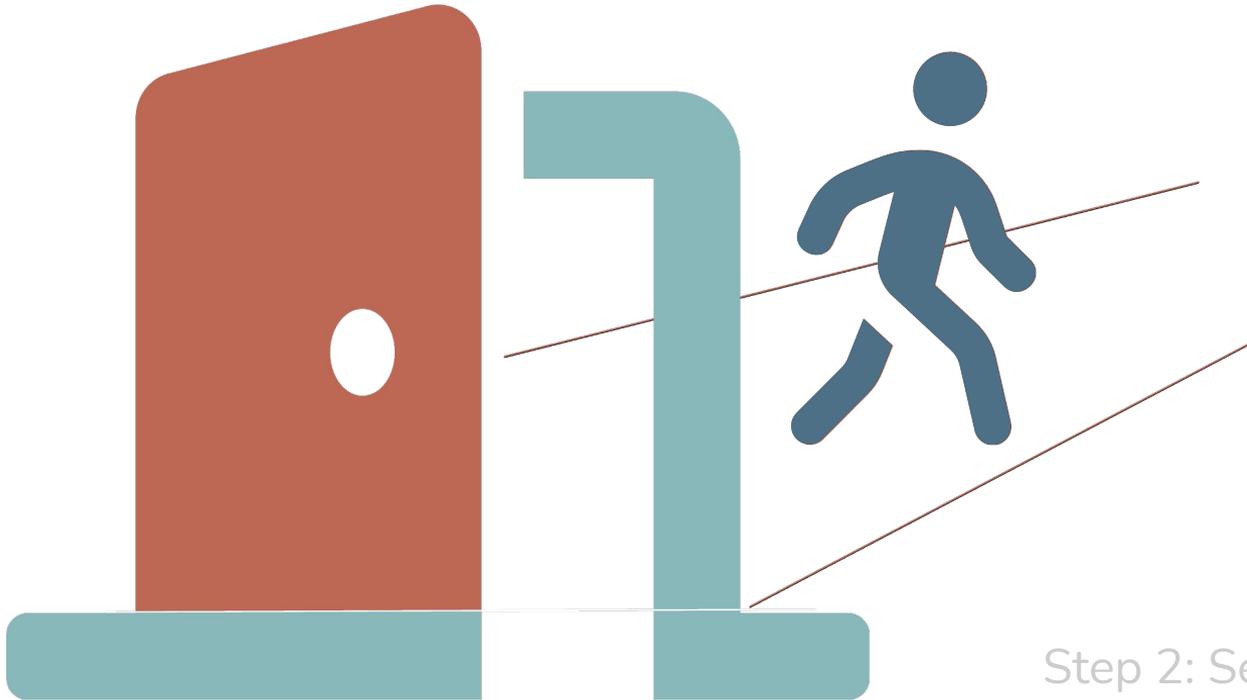
Minimize turnover.



Pay and
benefits.

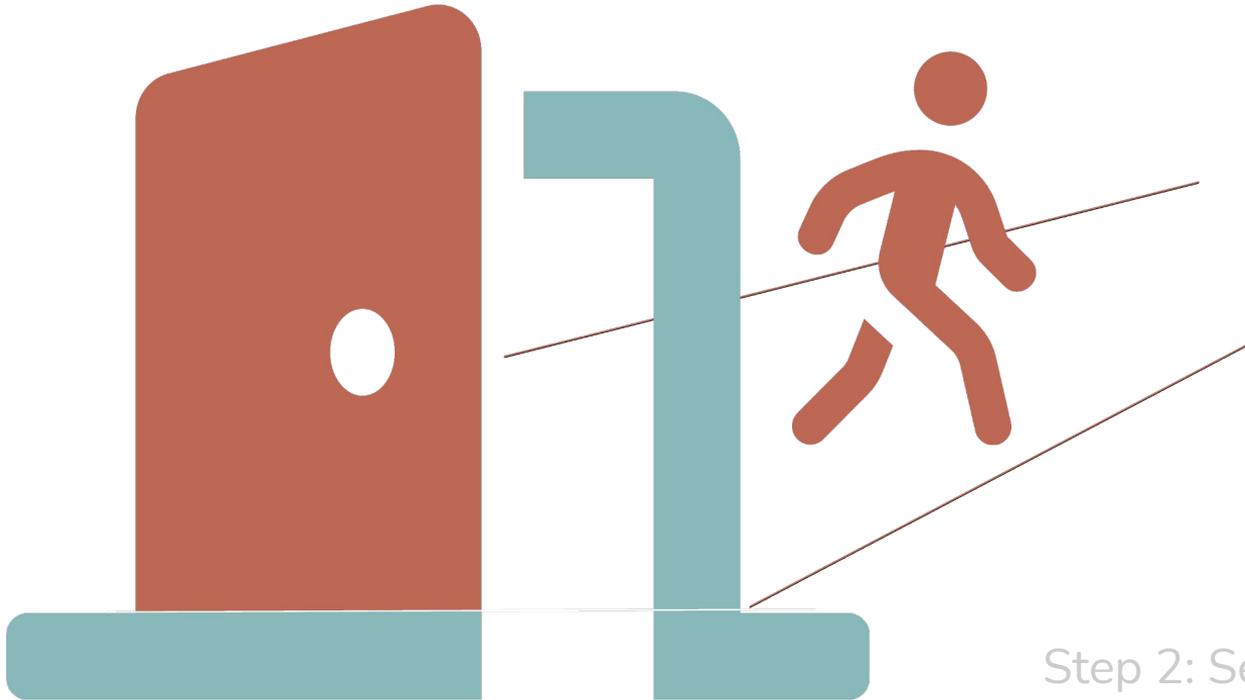
Step 2: Set everyone up for success.

Let Freelancers Go



Step 2: Set everyone up for success.

Firing Employees



Relational
deterioration.

Step 2: Set everyone up for success.

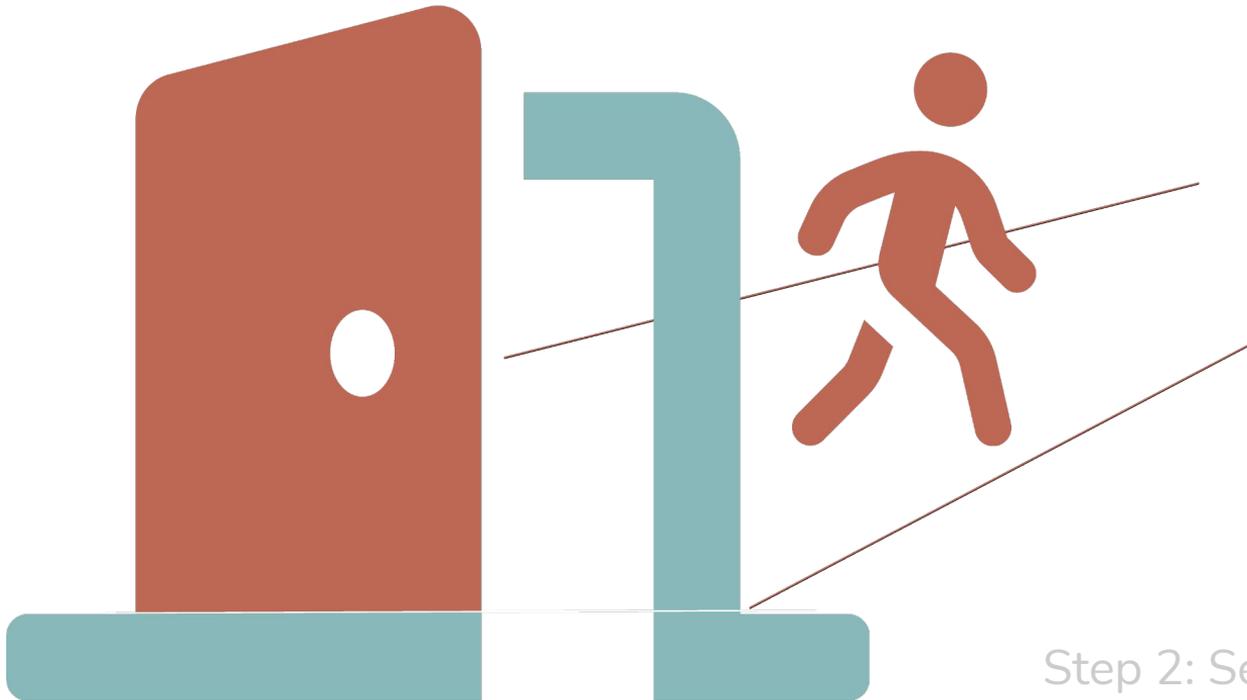
Firing Employees



Success
metrics.

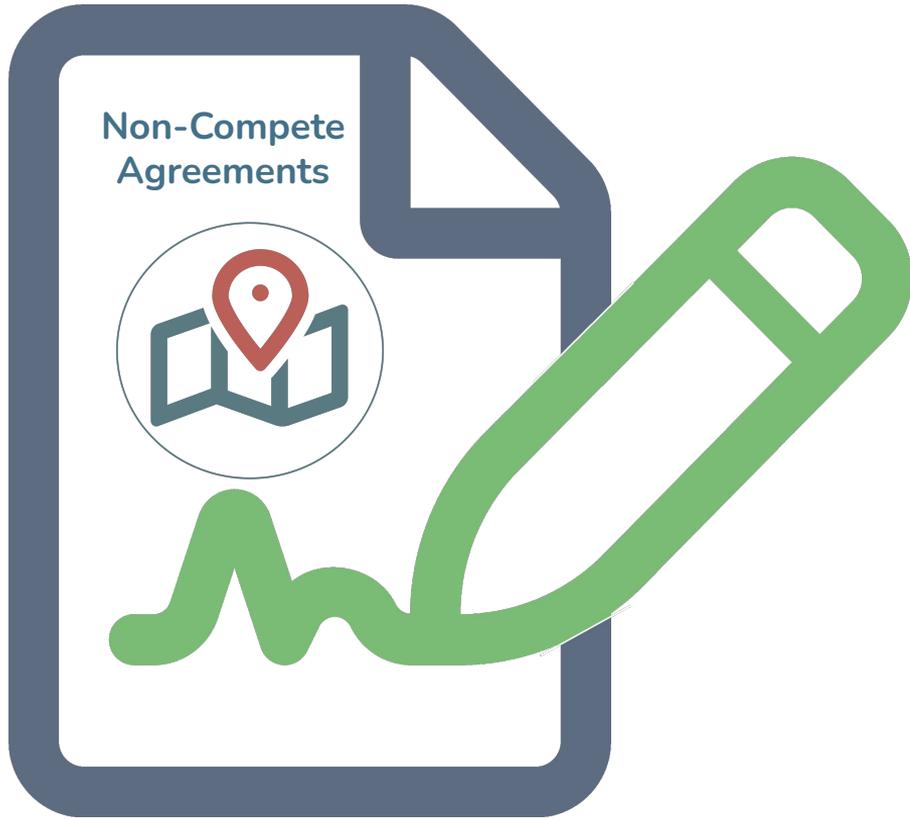
Step 2: Set everyone up for success.

Firing Employees

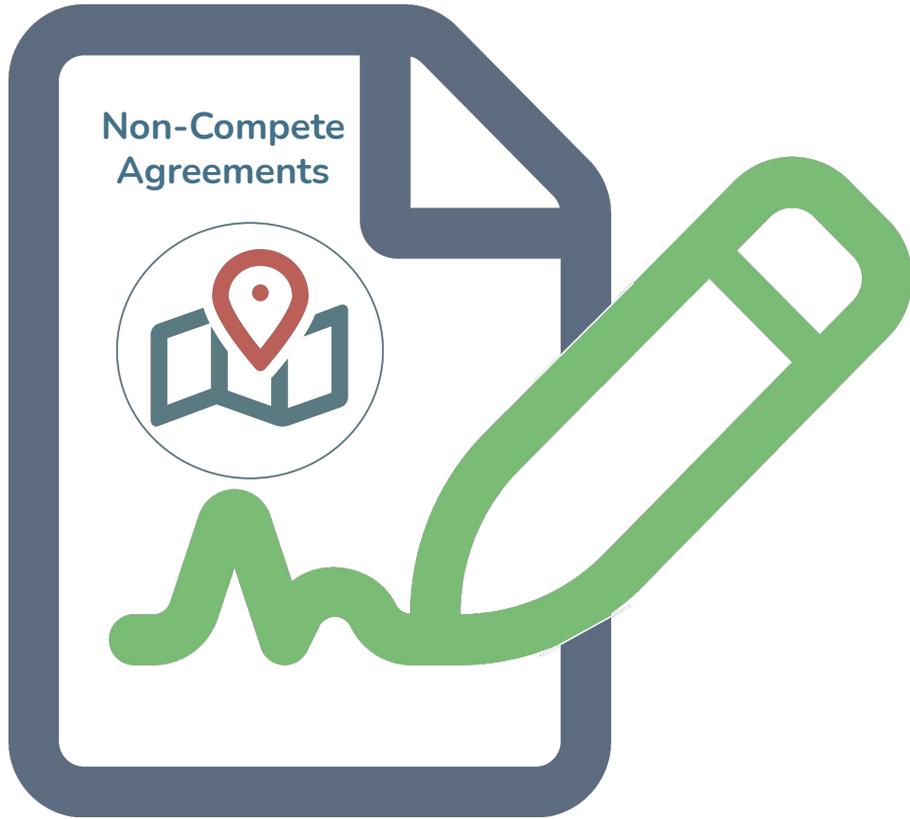


Managing
out.

Step 2: Set everyone up for success.

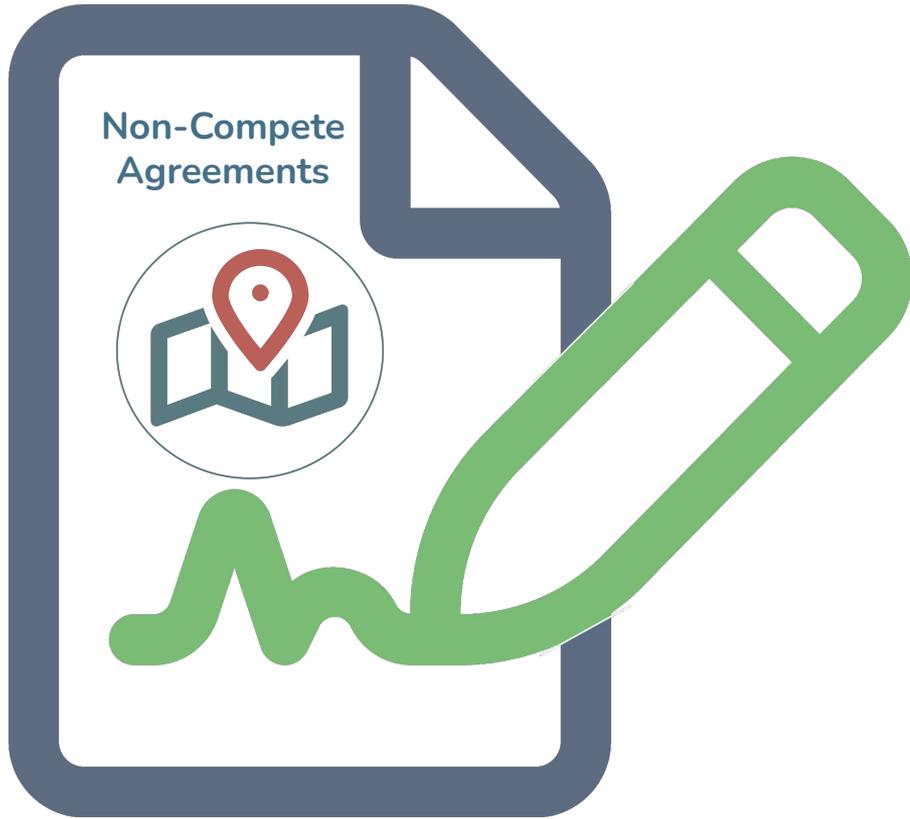


Step 2: Set everyone up for success.



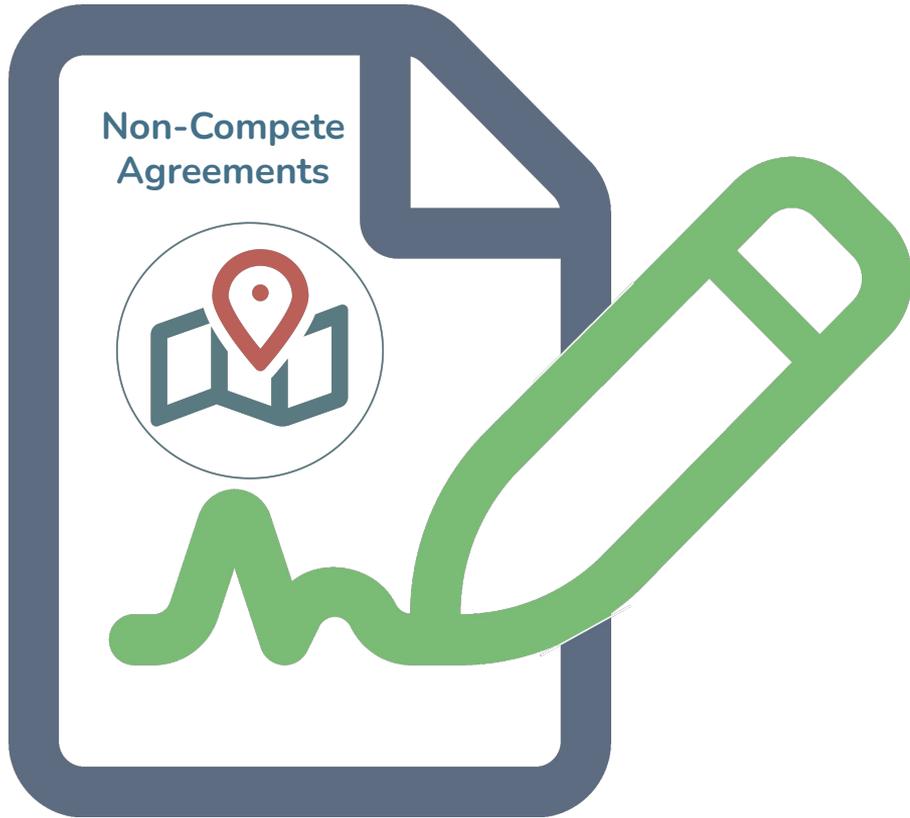
1. They can't have too long of an enforcement period.

Step 2: Set everyone up for success.



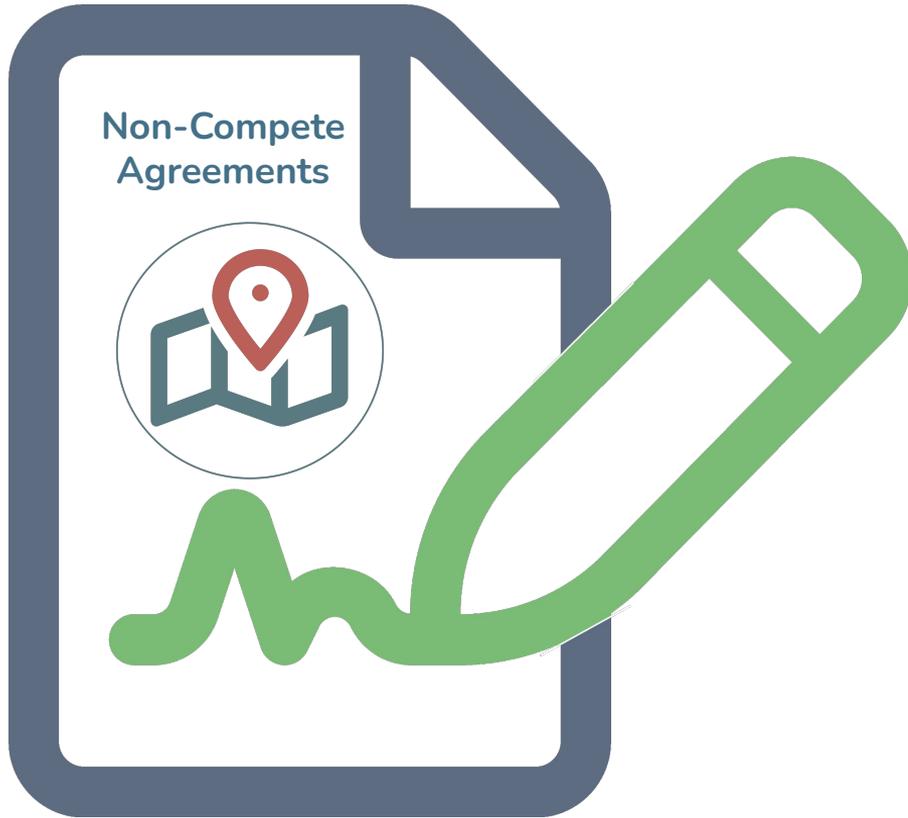
1. They can't have too long of an enforcement period.
2. **They can't be too broad.**

Step 2: Set everyone up for success.



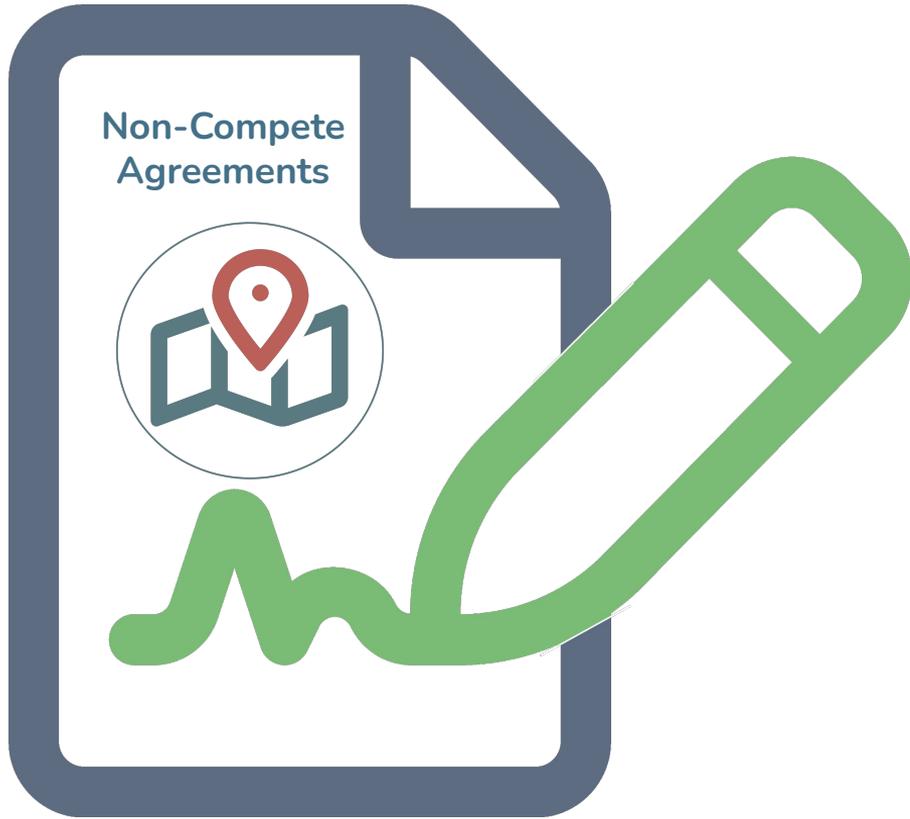
1. They can't have too long of an enforcement period.
2. They can't be too broad.
3. **They can't be too prohibitive.**

Step 2: Set everyone up for success.



1. They can't have too long of an enforcement period.
2. They can't be too broad.
3. They can't be too prohibitive.
4. **They can't be retroactive**

Step 2: Set everyone up for success.



**Do I need a
non-compete?**

Step 2: Set everyone up for success.



(step 3)

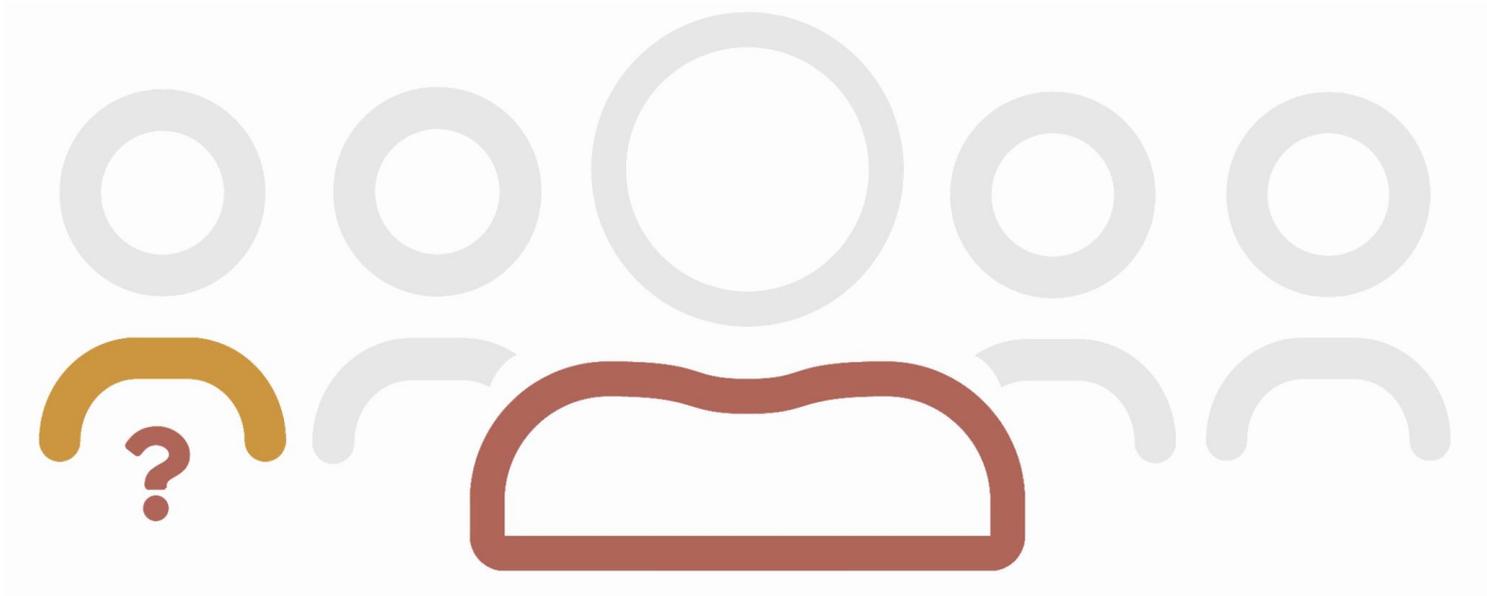
**Hire the right person
at the right time.**



Filling the right position with the wrong person is just as bad as never filling the position at all.

Step 3: Hire the right person at the right time

Who is the right person?



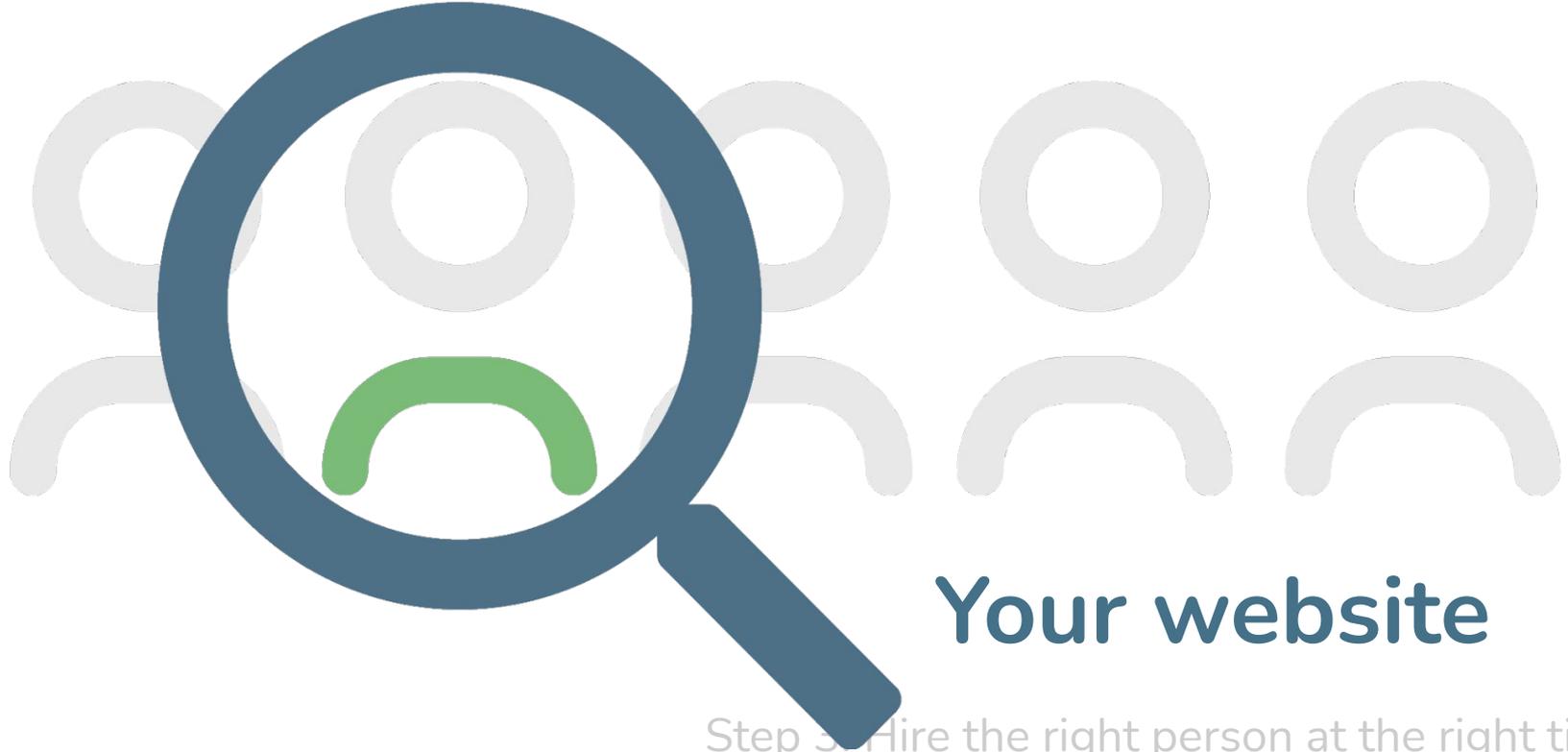
Step 3: Hire the right person at the right time

How do you find people?



Step 3 Hire the right person at the right time

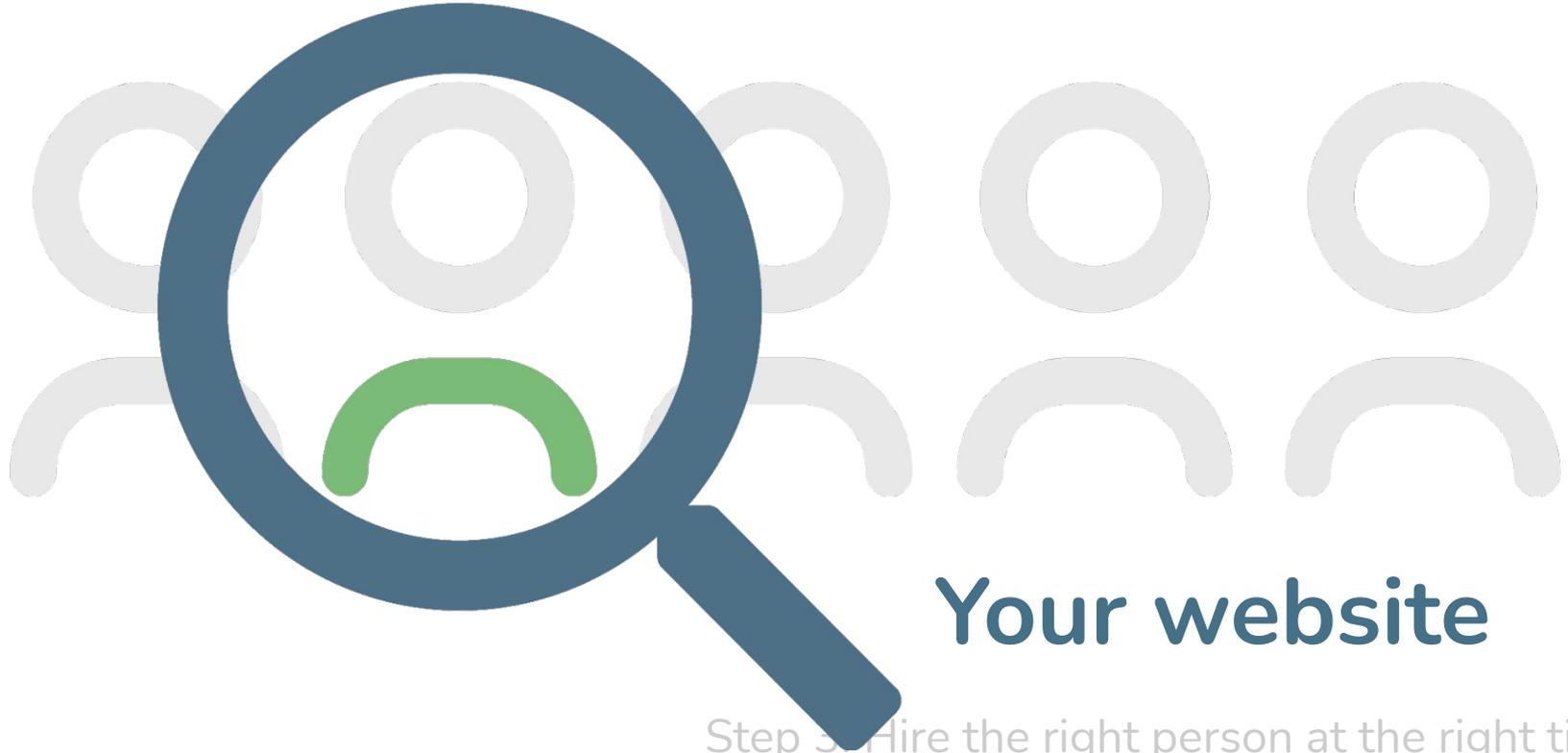
How do you find people?



Your website

Step 3 Hire the right person at the right time

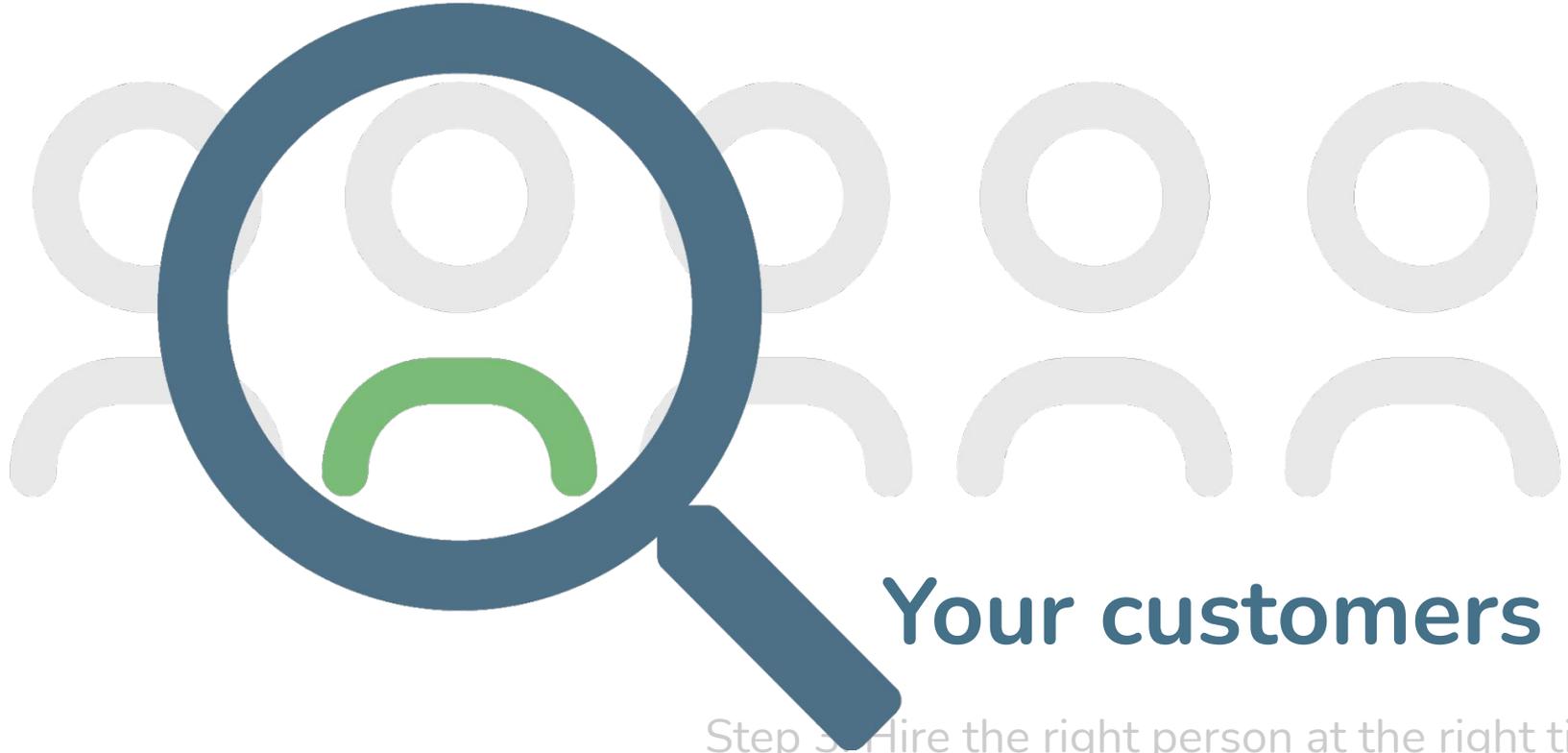
How do you find people?



Your website

Step 3 Hire the right person at the right time

How do you find people?



Your customers

Step 3 Hire the right person at the right time

How do you find people?



Piano teachers

Step 3 Hire the right person at the right time

How do you find people?



Transplants

Step 3 Hire the right person at the right time

How do you find people?



Semi-retired

Step 3 Hire the right person at the right time

How do you find people?



Schools & trade groups

Step 3 Hire the right person at the right time

How do I know they are the one?

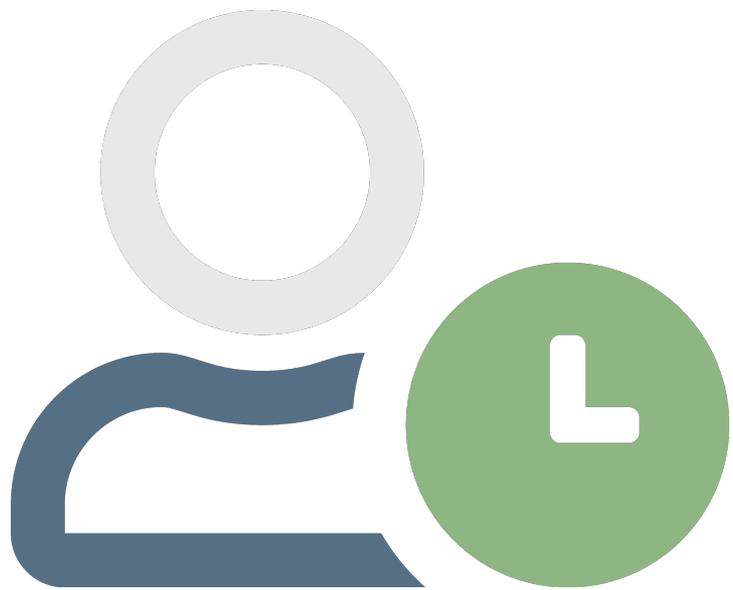


Step 3 Hire the right person at the right time

How do I know they are the one?

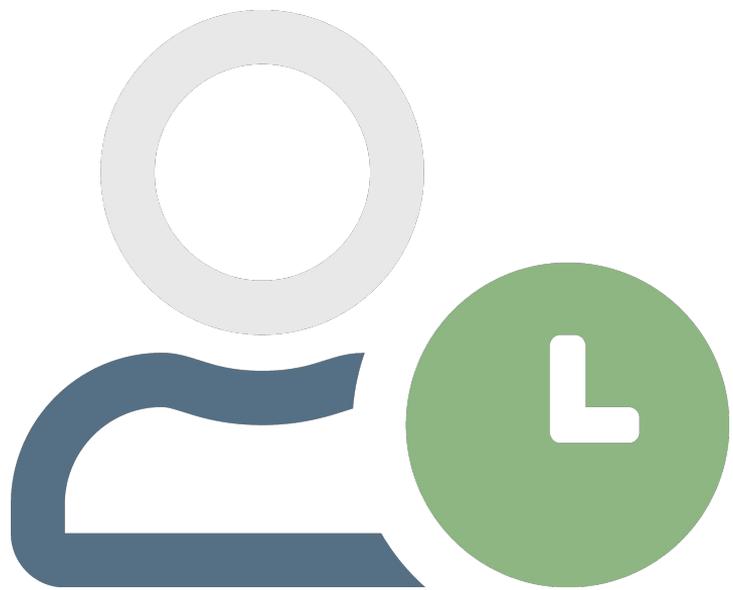


Step 3 Hire the right person at the right time



When is the right time to hire?

Step 3: Hire the right person at the right time



When is the right time to hire?

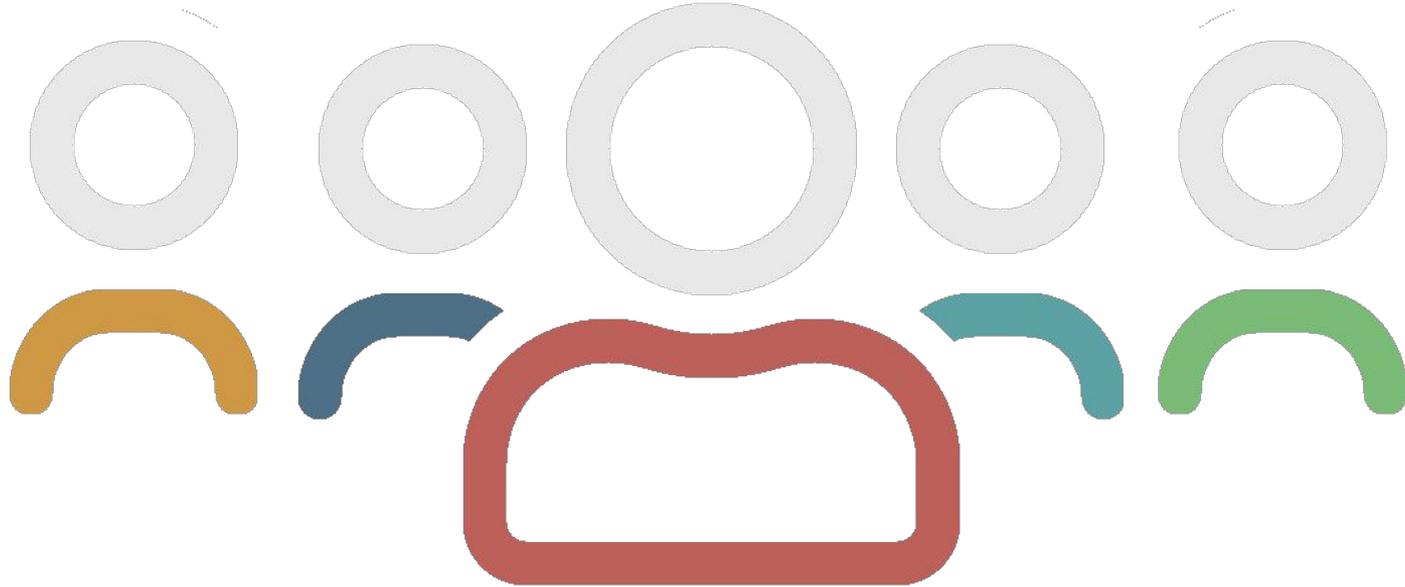
Step 3: Hire the right person at the right time



Don't hire after a long week!

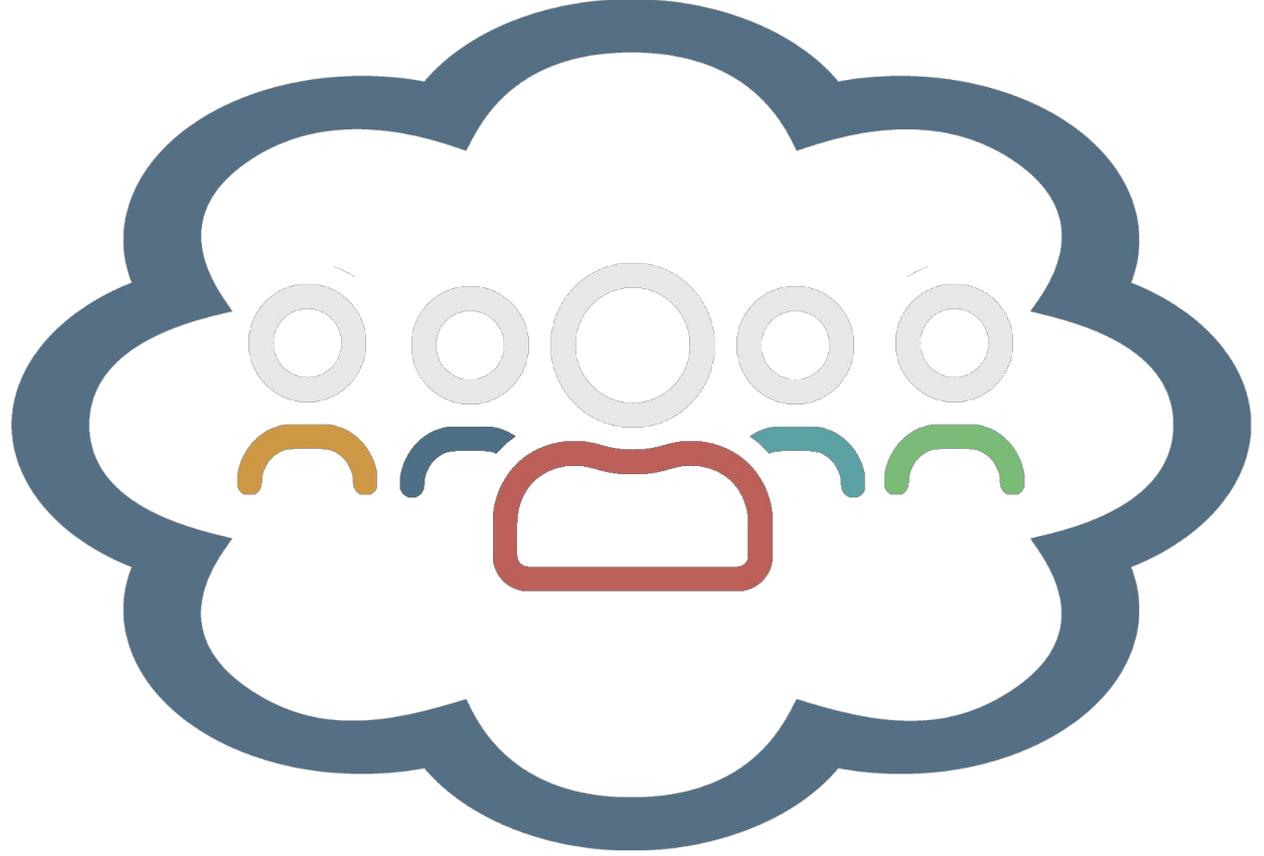
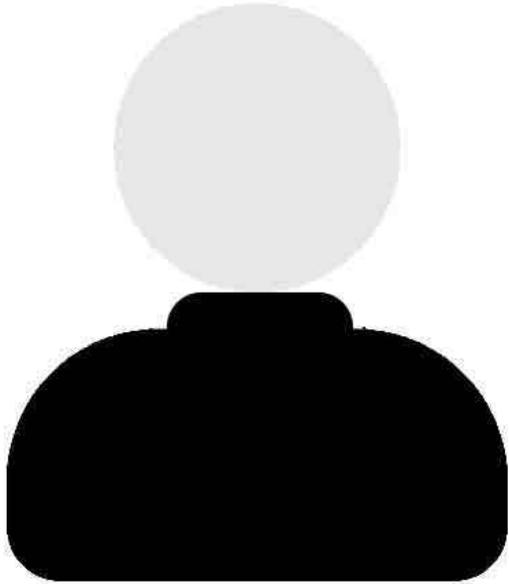
Step 3: Hire the right person at the right time

Confidently build your team!



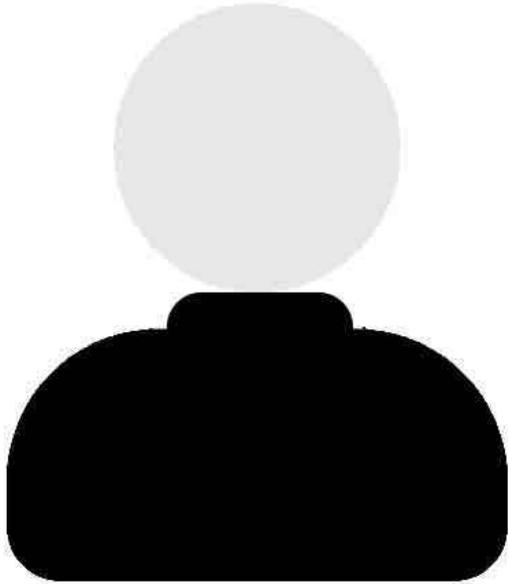
Step 3: Hire the right person at the right time

**Dream
bigger!**

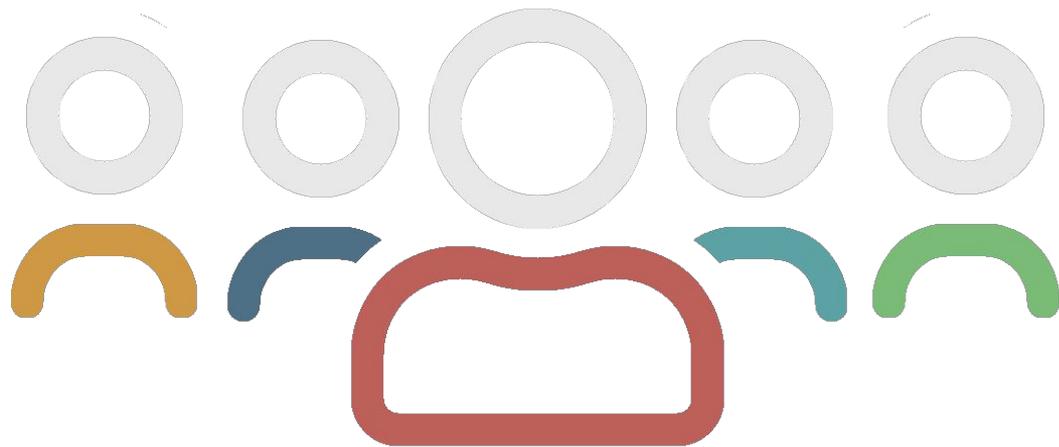


Step 3: Hire the right person at the right time

Dream
bigger!



Step 3: Hire the right person at the right time



Build the right team!

Step 3: Hire the right person at the right time

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