

FOR GCS AT ROUGHLY \$50M-\$200M+ IN REVENUE

Stop buying work. Win the right projects.

We help privately held general contractors pick better jobs, sell on value, and add real points to their gross profit — so growth makes you stronger, not just busier.

Our goal with you: 3 points of gross profit in one year

THE PROBLEM

More work isn't the same as better work.

It's easy to measure growth by backlog. But more work at thin margins quietly piles on risk, strains cash, and widens your exposure on every job.

- Cut the price to win the bid.
- Hope to make it up in the field.
- Rarely do — and carry the risk anyway.

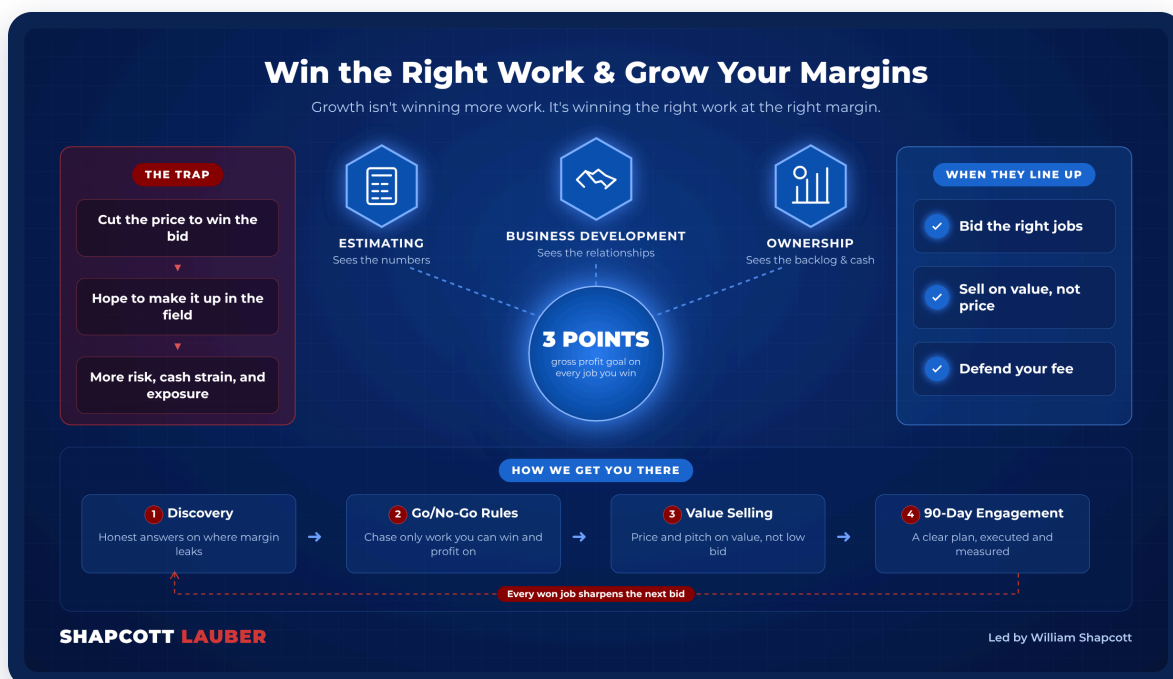
Specialty contractors at \$5M+ face the same pattern, and many of the same fixes apply.

THE FIX

Get three views of the business pointing the same way.

- 1 Estimators** see the numbers.
- 2 Business development** sees the relationships.
- 3 Ownership** sees the backlog and the cash.

When they line up, you **bid the right jobs, sell on value instead of price, and defend your fee** — holding your markup for overhead and profit instead of giving it away to win.



"No surgeon operates without an X-ray. Neither do we. **Our Discovery is an X-ray of your business and your pipeline.** It finds where margin is quietly bleeding out — at the bid, in the field, and at closeout — before we touch a thing."

SERVICE 1

The Revenue & Margin Execution Discovery™

Stop buying work. Start keeping the margin you earn.

One full, comprehensive Discovery on site with your team. It brings together our Full Contractor Deep Dive and our Sales & Pipeline Discovery, and runs 5 or 10 days depending on your size and scope.



● Full Contractor Deep Dive

- ✓ Leadership & ownership roles
- ✓ Estimating, operations & PMs
- ✓ Job costing, cash & backlog
- ✓ BD structure & process
- ✓ Presentations & proposal reviews
- ✓ Employee surveys

● Sales & Pipeline Discovery

- ✓ Bid log: margin at award vs. close
- ✓ Go/no-go & discounting habits
- ✓ Fee leakage, pipeline & who sells

HOW IT WORKS

5 days

Day 1

Kickoff & owner interview

Day 2

Bids, costs, backlog

Days 3-4

Estimating, BD, finance & field

Day 5

Findings

10 days

Days 1-2

Kickoff & owner

Days 3-4

Bids, costs, backlog

Days 5-9

Estimating, BD, finance & field

Day 10

Findings

3
POINT
GOAL

Findings walkthrough & plan

On the last day we sit down together and walk through your top margin leaks and how efficiently your sales effort is working — then lay out a practical plan toward a goal of 3 points of gross profit per year.

Turn the plan into how your team works.

SERVICE 2

90-Day Revenue Execution

We install go/no-go rules, value-based selling, fee defense, and a weekly BD rhythm that your own team runs — so the change sticks.

SERVICE 3

Fractional Chief Sales Officer

Bill works part-time alongside the owner, estimators, and BD team — senior sales leadership without the cost of a full-time executive. We work only with general contractors.

HOW WE WORK

Fixed fees

Never hourly. You know the cost before we start.

Mostly on site

About 70% of Bill's time is with your team, with remote check-ins between visits.

Simple travel

No travel charge within 50 miles of Greensboro, NC. Beyond that, you cover travel.

Our Discovery guarantee

NO
DEPOSIT

There's no deposit. At the end of the Discovery we walk through the findings together, and if you don't see the benefit and value, you don't pay the fee. *"We've seen the results across more than 3,000 Discoveries, and we would rather earn your trust than ask for it."* (The guarantee doesn't cover travel.)

What a point of margin is worth

One point of gross profit on your revenue is real money.
On \$100M of revenue:

\$1,000,000

1 point of gross profit

\$3,000,000

3 points of gross profit

Illustration only — simple math, not a client result or a promise.

What you walk away with

- ✓ Honest answers
- ✓ Clear priorities
- ✓ A practical plan built around your company
- ✓ A clear view of what improvement is worth
- ✓ Decisions made on facts, not guesswork

Who you'll work with

William (Bill) Shapcott leads the firm and brings 28 years in management consulting and has met with more than 10,000 business owners — about 70% of them in the trades. He helped launch three consulting firms, including one that grew from 6 people to more than 120, and has guided clients through scaling and succession, from closely held family firms to mid-market employee-owned companies. He coaches senior leaders one-on-one. He started in the trades with a commercial contractor and in Arctic oilfield work, then held senior enterprise telecom sales roles selling complex capital equipment.

George Lauber, co-founder and Senior Project Manager, works behind the scenes on finance and operations, so new BD work cuts over smoothly to operations and finance.

Book a free fit call.

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