

ROUTE 422

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Business Advisor

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SMALL BUSINESS RESOURCE ASSOCIATION WE ARE A COMMUNITY

PROUD MEMBERS OF SBRA:

(L to R) Dr. Bill Moss, Keystone Specific Chiropractic; Brent Davies, Davies Hardscaping; Gary Seibert, CEO, Small Business Resource Association; Don Carrick, Studio 413 Photography; and John Whitehall, Sandler Sales Training.

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SMALL BUSINESS RESOURCE ASSOCIATION

WE ARE A COMMUNITY



GARY SEIBERT



PHOTOS BY STYLISH IMAGES

“ True success in business requires balance. That’s why we focus not only on business growth, but employee development and family enrichment too. ”

**Introduction by Gary Seibert,
CEO, Small Business Resource Association.**

Everyone reading this article is part of something so much bigger than themselves. We are all business owners or employees of small to mid-sized businesses that make up the backbone of our country. There are 30.7 million small businesses in the U.S. and only 16,055 big mega companies. This nation could not survive without us and all the products and services we provide. Just think what your town would look like without all the “mom & pop” shops and stores, unique restaurants, boutiques, barber shops and hair salons, health and fitness clubs, corner grocery stores and the list goes on. What if your town only had one “BIG BOX” store that provided everything you needed, all under one roof? Hopefully, we will never see that day.

Every Small Business is part of the largest community in our Nation, the Small Business Community. And because of this, we have an obligation to support one another in every way possible. The big guys have a lot of advantages we don’t have, and they can offer their employees a lot more than we can. In many cases, we put in longer hours and work harder in order to compete against big companies that import foreign products that we have difficulty competing against. I am not telling you anything new. You live it every day.



(L to R) Brent Davies, Davies Hardscaping; Gary Seibert, CEO, Small Business Resource Association; Don Carrick, Studio 413 Photography; Dr. Bill Moss, Keystone Specific Chiropractic; and John Whitehall, Sandler Sales Training.



SBRA OFFICERS

(L to R): Mark Kramer, Chief Marketing Officer; Alan Robezzoli, Chief Strategy Officer; Gary Seibert, Chief Executive Officer; and Chris Pierson, Chief Information Officer.

The Small Business Resource Association (SBRA) was founded by four entrepreneurs who grew their small businesses despite the odds of success. We experienced the pain and difficulties first-hand and we wanted to “stand in the gap” and take those learning experiences and share them with other business owners, in hopes that it would make their journey easier and more profitable.

We are an Association that gathers business owners together to HELP ONE ANOTHER through the good and bad times. We network with one another and help one another and buy from one another. We are a community that supports one another.

The magazine you are reading, *Route 422 Business Advisor*, is focused on sharing information about businesses in our communities. Groups like the North East Berks Chamber, Greater Reading Chamber Alliance, the TriCounty Area Chamber, and all other Chambers are there to help you. SCORE and a multitude of other service organizations are there to help you. We are all part of this Great Community.

Every business has a number, and every number has a story, yours included. So, as you read through this issue and see a company that interest you, connect with them, if for no other reason than to learn their story. Now you will know something about them, hopefully made a new friend and, and who knows, someday you might recommend them to someone else and by so doing, help your community.

The cover story is really about all of you but, for obvious reasons, there is not enough room in this issue to tell all of your stories.

Following are four of our SBRA members stories. John Whitehall is the owner of the Sandler Sales Training in this region, Don Carrick owns Studio 413 Photography, Dr. Bill Moss owns Keystone Specific Chiropractic and Brent Davies owns Davies Hardscaping. All four SBRA members are entrepreneurs that know and understand the power of networking as they have all grown their businesses and turned 2020 into their best year ever.



Sandler Training

John Whitehall, Sandler Training

How to break the rules, change the game, and avoid common sales problems altogether.

David Sandler said that “Sales is a Broadway Play Performed by a Psychologist.” If that’s the case, then sales managers must become the directors of the players. The trouble is that many sales managers began their careers as successful, high-achieving sales professionals. Then, they get promoted to management without any real training on how to manage and direct people.

The skills for success as a sales manager are unique. Often, these former sales professionals are told to “just teach them to do what you do, and you’ll be fine.” There is a high chance that the former sales professional is ill-equipped to lead with the same skill set they used to become successful at selling. Some make it, some don’t.

What are the skills needed to motivate, coach, train, and supervise to hold sales professionals accountable? In today’s world of seemingly endless information and learning opportunities, two topics surface regularly — management and selling. But they’re often presented separately, with the word “leadership” thrown in here and there — whatever that means? Rarely are these two topics combined, but they should be. Based on what I’ve seen throughout my career, I firmly believe there is a need to prepare new sales managers and improve the performance of existing ones.

(Continued on page 6)

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SBRA – WE ARE A COMMUNITY

COVER STORY

(Continued from page 5)

Where do we start? As a professional sales manager, director, vice president, etc. with over 30 years of experience, I immediately thought of four areas that need to be addressed — Coaching, Hiring, Goal Setting, and Accountability. Here are some common pitfalls, challenges, and questions associated with these key areas.

COACHING: We often think of ourselves as great coaches, but unless we create the right environment, a common agenda, and goals to achieve, we're probably fooling ourselves by just having great conversations. This is common. We might actually find ourselves in a training discussion, which is very different from a coaching session.

HIRING: For many, the hiring process ends up becoming a "fly by the seat of your pants" thing — some call it the "go to lunch test." But how do you really know if your new hire is willing to prospect for new business, will be comfortable talking about money, or will have the drive and ambition necessary for success?

GOAL SETTING: How are goals set in your company? Do your sales professionals have personal goals, and are they tied to your company goals? Do we understand the dynamic between the two and how both should be important to you as their coach and leader? And finally, how do you monitor their behaviors?

ACCOUNTABILITY: You cannot hold your sales team accountable for information that they don't have. Every sales team needs a "cookbook" — a solid recipe or formula to provide repeatable, predictable successes. This cookbook contains the daily, weekly, and monthly activities that must happen to reach your mutual goals. Do your Sales Professionals have cookbooks, and do they follow the recipe?

If you're struggling to find the answers to some of these questions within your organization, you're not alone. I'm thrilled to announce the launch of the *Sales Managers Forum*, which provides a unique, confidential, and exclusive space for sales managers and leaders to tackle some of their biggest challenges.

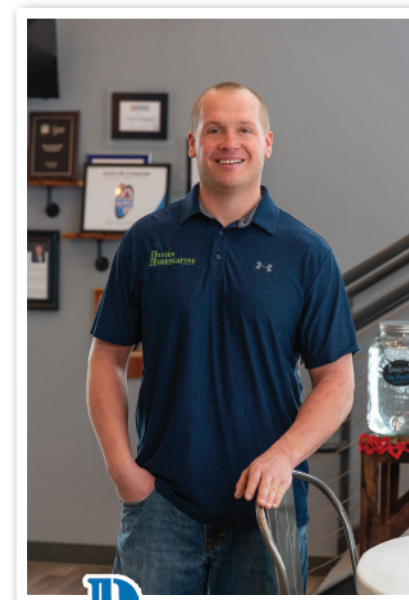
The Sales Managers Forum begins in early March and meets monthly developing sales managers and candidates in these four specific areas designed to position them for success. For more information, contact me at john.whitehall@sandler.com or 610.223.4346.

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Sandler Training

SCAN ME TO REGISTER



DAVIES
HARDSCAPING LLC.

Brent Davies, Davies Hardscaping, LLC

A Labor of Love. A professional, full-service landscaping and hardscaping company.

At age 15 Brent Davies, founder and owner of Davies Hardscaping LLC, started working for a landscaping company after school and during the summers mowing lawns. His love of being in the outdoors combined with that feeling of accomplishment, after making someone's property turn into a beautiful yard, encouraged Brent to go to Penn Technical College after graduating from high school. He earned a degree in Landscaping and Nursery Technology and at 22 went to work with a landscaping company in 2008. Four years later, 2012, Brent decided it was time to go

out on his own, become an entrepreneur and start Davies Hardscaping LLC. He was only 25 but he really knew what he wanted his company to look like. Landscaping was only part of the plan, as hardscaping was the big picture that has allowed Davies Hardscaping LLC to be ranked in the top 30 percent of licensed contractors in the entire state of Pennsylvania. At 34 years old and only nine years in business, Brent has grown his "labor of love" into a highly successful and growing business.

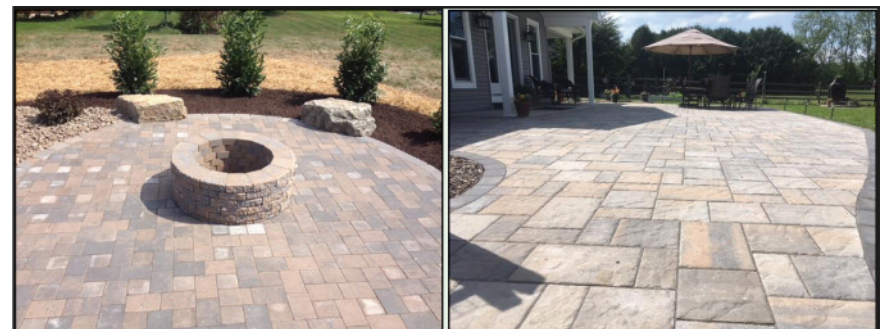
In the beginning, most of his business was mowing lawns and landscaping. However, more and more people started asking Brent if he could transform their yard into something with more curb appeal and functionality, which would include hardscaping, and he realized he might have to change his focus. Unfortunately, most of his clients had no idea of what they wanted other than they wanted something different. Brent purchased a 3D Design Software packaged which allowed him to start showing clients options of what the finished project would look like. Working with this technology, he was not only able to make the decision-making process easier for the client, but it made the entire project

easier to manage and complete in a cost effective and timely manner. As a result, Brent's business started to take a major turn from predominantly landscaping to more and more hardscaping.

Today, nine years later, Davies Hardscaping LLC services clients in a 50-mile radius of his home office in Birdsboro, PA. He has five trucks on the road and six to 12 employees, depending on the time of the year, March through November being the prime season. Patios with sitting walls, lights and a fire pit, decks and distinctive landscaping are the majority of his business. The Pandemic kept a lot of people staying at home this past year, which resulted in many of them wanting what Brent calls "a backyard correction." The demand for swimming pools, outdoor kitchens and entertainment areas, pergolas, decks and patios had never been as great and resulted in 2020 being the best year Davies Hardscaping LLC has ever had. By the way, these improvements will also enhance the resale value of your home.

If you ask Brent where most of his clients come from, he will tell you networking / word of mouth. His clients are his best form of growing his business as they are happy, satisfied clients and proud of their new "backyard correction." Brent LOVES what he is doing and so do his clients.

If you are considering a backyard correction this year and looking for some suggestions and ideas, you can connect with Brent at 610.207.0256 or email bdmj23@aol.com. Nope, no website yet but in consideration for some time in the near future. Average projects range from \$8-\$10,000 for a beautiful patio and fire pit, to his biggest project at about \$90,000. Imagine what a party there would look like! LOL Start planning now so you can enjoy this summer in a beautiful new backyard designed and built by Davies Hardscaping LLC.



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Don Carrick, Studio 413 Photography

Helping businesses and business professionals be successful.

I help businesses and business professionals make a great first, (and lasting) impression. As a small business owner or sole proprietor, it is very likely that you are the face of your business. You are the brand. You are what people think of when they think of your business. This is particularly true for service-based businesses like Joe's Plumbing or Tina's Hair Salon. People find and hire you because they trust YOU. You KEEP clients because of what you do, the quality of your work, and who you are, the quality of their experience with you.

Find me online. So, let's take the next step, how do new clients find you? By word of mouth, referrals, advertising, marketing? Yes, all of these, but now more than ever customers are searching and finding us online and on social media. More and more

of those great face-to-face connections and networking contacts are now happening online. We are meeting people on Zoom events and through professional sites like LinkedIn. Our potential clients are, in many cases, seeing us over and over online before they EVER meet us or talk to us in person.

Show your genuine self. Is your headshot/profile picture representing you at your best? The truth is a good profile picture elicits the same emotional reaction as meeting someone in person. Really, there are scientific studies; it's true. But do you know what the key factor is? It has to be you expressing a genuine emotion because emotions are the things that are contagious. When you give someone a genuine smile you get a little jolt of dopamine in your brain. And guess what? The receiver gets a jolt of dopamine too. It makes them pre-disposed to have a good opinion of you, to trust you. How cool is THAT?!

I can help. I am a professional photographer and a sole proprietor myself. I understand your challenges as a small business. Many of your challenges are the same as those of a major corporation, but you also face unique situations that most people do not fully understand. I'm right there in the trenches with you, prospecting for new clients while doing the actual work, creating a great experience for your client, building your brand image and doing your best to create loyal returning clients and all this while you manage all of the back office work necessary for all businesses.

I coach my clients to feel their best and look their best for their headshots and portraits. I help people feel strong, relaxed and confident when they are in front of my camera and that is what we capture. I believe there is beauty in every person. I believe every person deserves to feel good about themselves and how they look. It's the best part of what I do; what I enjoy the most. I am so grateful for my profession that allows me to meet interesting people and get to know them at least a little bit. I would love to get to know you and help you reach your goals. For additional information please call 610.698.2604 or email don@studio413.net.

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Dr. Bill Moss, Keystone Specific Chiropractic Center

**Upper Cervical Chiropractic:
It's not just about your NECK.**

Did you notice the practice name is called "Keystone Specific"? At Keystone Specific we practice upper-cervical Chiropractic. "Cervical" is a fancy term for your neck. "Upper Cervical" refers to the bones closest to the brain or brainstem, known as the Atlas or Axis or C1/C2.

JUST BECAUSE WE WORK ON THE NECK, DOESN'T MEAN WE CAN'T HELP YOU! It's very easy for the public to get super focused on the area we work on, "the neck" instead of the area we are affecting (your nerves and brain)! It's quite easy to assume that since Upper Cervical Chiropractors work on the neck, that they will be irrelevant or ineffective on working with people who have conditions outside a "neck" or "cervical" problem, which is simply not true!

What you need to know is that all the nerves emanating from the brain pass down through the neck, before fanning out to cover the rest of the body. The area of the spine closest to the skull (Upper Cervical Spine otherwise known as the Atlas / Axis bones) surrounds a neurological structure known as the brainstem.

Any tension in neck muscles, or misalignment of the bones causes pressure on these nerves. That pressure affects the entire body! To direct treatment to the presumed "site" of the pain (such as the mid-back or low back), is short-sighted. It may only be the site of the symptoms, NOT of the root cause. Some symptoms may never fully be cleared, permanently, until the root cause is found and alleviated. Medical wisdom says: "A disease, properly diagnosed, is half cured."

This is why we focus so much on the neck "Upper Cervical Specific." We help people heal from the inside out by giving their nervous system the best opportunity to heal, by making sure their brainstem and nerves are adapting and functioning the way they were intended!

If you have been mis-diagnosed, suffer with "mystery illness," experience chronic health challenges, and really haven't seen change in your health picture over weeks, months or years, or you simply want to see how your nervous system is functioning, then you might be a great fit for our office. If I can ever be of service to you, please let me know! I look forward to meeting you and guiding you back to the health and vitality you deserve. Best of health to you! For additional information, please call 610.741.6700 or email billmosschiropractic@gmail.com.

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