

Deadbeat Owners Coaching Points

Reality Check:

1. Deadbeat owners are common because of a change in “selling skills.” You WILL see them
2. Seek to understand before seeking to be understood
3. The deadbeat owner will “justify” his or her value with a logic they can find, but they don’t know the other side of it
4. Usually they are scared
5. They are terrible at selling and therefore the agency doesn’t want them in front of clients

Things to Keep in Mind:

1. Life and quality
2. Perpetuation
3. Opportunity costs
4. Lower expectations
5. Quantify. Are you willing to write twice the check in 8 years that you created for them?
6. Money is a tool

Actions:

1. Honest communication of facts. Let everyone speak and give information to help understand
2. Look at understanding what they need and what company needs to see if an answer can be accomplished
3. Natural consequence with expectations
4. Explain that money is a tool
5. Quantify
6. Look at helping find value, e.g. ownership value
7. Help agencies make better decisions about who gets in
8. Look at putting them on teams
9. Help them find a good distribution model. Distribution models differ, e.g. Cavignac is defined off performance
10. Set operating agreements to end ownership at an age or at a set standard getting in

