

## Construction Company Gets

# Organized for Growth



*“We are more focused and organized than ever before. Whetstone has given our employees a new confidence in our marketing message and their own roles in our company.”*

In April of 2009, Estes Construction, a general contractor and construction manager serving the Quad Cities, eastern Iowa and northern Illinois, asked The Whetstone Group to help them get more employees involved in business development. Whetstone facilitated a planning process to organize their activities into a clear list of action items and deadlines. The plan includes activities everyone in the organization could participate in, such as networking, client satisfaction, client relationship building, client cross selling, and understanding the benefits of Estes’ services.

Whetstone also conducted training on how to implement the activities to give staff the skills to be successful. This training has helped Estes foster a clear competitive differentiation in their market. Whetstone continues to meet with the company monthly to help them stay on track and provide ongoing advice and copywriting assistance.

**The Whetstone Group**

*Growth Tools for a Competitive Edge*

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