

Easy Referral Guide

I appreciate personal referrals to colleagues in your network as it allows me to provide them with help growing their business and it strengthens your relationship as a knowledgeable resource.

My ideal CLIENT...

- Small businesses of any type, that are **growing rapidly** and appear **unorganized**.
- An owner that will be **selling their business** in the coming years and needs help getting out.
- A board of directors or company with **high turnover**, requiring clear onboarding instructions.
- Businesses that need repeatable systems to open a **second location** or start franchising.
- I bring exceptional value to businesses in the **manufacturing** and **construction** industries.

When you HEAR...

Someone discussing these topics during a conversation, they are a good referral:

- That there are ongoing employee **retention issues**
- Owners or managers **don't have time** to work ON their business.
- There are **problems cross-training** employees.
- **Succession planning** is going to be taking place – especially in an emergency.

When you SEE...

These types of situations while visiting one of your clients, they are a good referral:

- A key employee has left unexpectedly, and the team is unsure of their next steps.
- Board members or employees are confused/frustrated about their responsibilities.
- Inability of staff to locate documents or information easily.
- An embedded owner who can't take lunch or vacations.

COMMUNICATING what I do:

Feel free to copy/paste any of this document into a written introduction to me:

I'd like to introduce you to Jason who owns Henderberg Business Solutions. He is an organizational specialist with 30 years of experience starting and growing small businesses. He provides hands-on process documentation training to businesses and company boards so that they can operate more efficiently. His digital playbooks allow workers and managers to eliminate knowledge silos and easily share their repeatable best practices. Team members feel more confident about their responsibilities and work quality improve, managers will have less anxiety over losing and retraining key employees, and owners are freed up to pursue other visionary objectives.

- His website is www.henderberg.com
- You can contact him at jason@henderberg.com or 585-259-1262.
- Jason's LinkedIn profile: <https://www.linkedin.com/in/mister-systems>
- Video overview link: https://youtu.be/d6kl3rrb3t8?si=kJO_wBoEqMuiO-s1

Thank You!

