

## EAGA Business Builder

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July 26, 2022

## Today's speaker was Mark Tobiassen—Action Coach Business Coaching



Mr. Tobiassen grew up in Oregon. Emphasis on the 'grew'. He played basketball in high school and through his college days at the University of Oregon. Then he coached at the high school level for a couple of years. After that, he was on to Enterprise Car Company where he worked his way up the ranks over a 22 year period. When Mark first started with Enterprise, it was a \$20 million company. When he left, it was a \$10 Billion company. Probably not all of that change was Mark's fault. His wife, Nicole, participated too. Mark hired her as a Sales Manager for Enterprise in 2004 and they have been partners in life and work ever since. Mark and Nicole both left Enterprise around the same time, and 14 years ago began a new business—Action Coach Business Coaching. As all you entrepreneurs know, running your own business is not always an easy thing. Mark and Nicole have worked their way through a lot of those 'normal' challenges that are encountered during start-up, and throughout the company's growth. Mr. Tobiassen, however, has had an additional set of challenges to overcome. A little over five years ago, he became violently ill...and actually died three times. Mark weighed 220lbs when he got sick, and 160lbs when he finally got out of the hospital. As we can guess, the medical costs were huge; totaling over \$1 million. Mr. Tobiassen's advertisement for Aflac notes that his Aflac policies have, so far, paid over \$100,000 that he was able to apply to his share of the medical costs. That was a real life saver (Sorry. Tried, but couldn't resist). Mark also took a minute to thank EAGA members for their tremendous support during those very difficult days. Not only did members offer prayers and well wishes, but they provided meals and other great assistance for his family while he and Nicole were otherwise occupied trying to get him well. Your assistance is greatly appreciated and will never be forgotten! Thankfully, Mark's recovery process, though not completely over, is progressing well these days. He is back to work on a relatively regular schedule, and is enjoying what he does. He likes helping other company owners, and other business operators, to improve their lives and to increase their company's opportunities for success. A few years ago less than 2% of business owners used a business coach. Today it is about 12%. What is the benefit of retaining the services of a business coach? A business coach can change perceptions, help redirect energies and provide advice and assistance for positive changes in operational directions. The coach can move the business owner's perspectives on many different things: From being burnt out to being revitalized; from feeling alone to feeling together with someone; from being good to being great; from operating within a sphere of fear to one of abundance (studies conclude that 92% of what we fear never actually happen); from being stuck to being empowered; transferring dreams into reality. A dream, with a date assigned to it, becomes a goal. A goal broken down into steps becomes a plan. A plan backed by actions become reality. As an enhancement of his advice, Mr. Tobiassen often provides suggested reading as part of his presentations. Last time it was the book "Who Not How". This morning it was "Make Some Noise—The Unconventional Road to Dominance" by Ken Schmidt. The book is about Harley Davidson's fall to nearly extinction, then recovery back to a profitable and influential company. A few years ago Harley Davidson's market share dropped from 90% to about 10%. There was a question as to whether or not they would survive. The first thought was that their products had become inferior to those of competitors. But Mr. Schmidt had a different perspective. He figured out that the problem involved reputation, not product quality. Harley Davidson motor cycle ownership had become associated with ruffians and a generally bad element. The solution would be actually what every company should be embracing to make their company better: Figure out what people are saying about your company; then determine what you want them to be saying; then establish how you are going to make them say it. Set yourself apart from the competition in a positive manner. There is no major benefit to just saying things like - your product is better than everyone else's; or that your company uses good materials. Those sort of 'promotions' are what nearly everyone is saying about their business. If everyone is saying the same thing, then nobody really listens to any of the companies. The best approach is to tell potential customers why they are better off with your products. And remember a couple of things: price is not the compelling solution to competing successfully. Concentrating on price comparisons just creates a race to the bottom...and you will not win in the long run. Make your marketing and hiring messages compatible. Employees that regularly display and promote the company's overall message will definitely enhance the ability to attract and keep reliable customers. Mark provided a lot of information, and examples, noting how these things have been accomplished by other companies. He was kind enough to email everyone a copy of the slides that he used for his presentation, and a copy of the "Make Some Noise" document that he handed out at the meeting. The slides contain a lot more information than has been provided in this bulletin. If you don't recall getting the documents, check your email from last Wednesday evening (July 27th). The slides also contain some important information about Mark's upcoming Growth Club that will be held at Vallecito Lake on September 16th. If you would like to get more information about that, or to place your reservations, contact Mark at 505-933-6003. And congratulations to Mr. Tobiassen, and Action Coach Business Coaching, for being featured in last week's Albuquerque Journal article titled "'It wasn't my time': ABQ business owner's brushes with death drive mission", BY ELLEN MARKS / FOR THE JOURNAL. In preparing for the interview, Mark noted that he had to do a bit of research regarding old data. He is not only a great business coach, but he is also to be commended on his ability to understand what microfiche is, and his extraordinary expertise in actually retrieving information from it. If microfiche is an unknown to you younger members, you should take an opportunity to experience the adventure of its use. Google is not a good source for that. Mark can provide advice, or better yet, find a local library (that is something that Google can help with) and physically go there and view something on microfiche. The librarian can assist with looking up an article and with operating the rather large (by today's standards) machinery.

## Leads & Business Information:

None submitted this week

- ◆ President Jumisko's tip this morning was about 'Google My Business'. This is where you can enhance what appears when your company shows up in a user's Google search. With appropriate settings and editing of the listing, you can include up to 20 areas of service and an unlimited list of things that you do. This tool can greatly enhance your ability to attract customers by noting how your company is set above the competition. Check with Jukka if you would like more information, assistance or examples.
- ◆ Second announcement for a prospective new member:  
Retina Consultants of New Mexico  
Representative: Dr. Nathaniel Roybal  
Category: Medical and surgical ophthalmology  
Sponsors: Michael Johnson and Tom Briones  

If you have an objection to this company becoming a member, or if you have information that you feel should be considered during the review process, please contact our Membership Committee Chairman, Jack Zipper (via telephone number 505-259-5959 or email at [jdzipper@comcast.net](mailto:jdzipper@comcast.net)) as soon as possible.
- ◆ Bobby Jackson—Parts Plus of NM is offering to provide members with tamper resistant bolts for their license plates. As Kevin noted a couple of weeks ago, there has been an increase in the number of license plates being stolen in the Albuquerque area. Thieves use the plates, and vehicle registration if they can steal that too, for various nefarious activities. If you would like a set of the bolts, free of charge, stop by Bobby's place at 1410 Second St. NW and let them know that you are with EAGA. His service guy will provide the bolts.
- ◆ The 2022 Jim Fanning Memorial Trap Shoot is scheduled for September 23rd. It will start at 8:00am and finish around lunch time (convenient for anyone wanting to wander over to Rio Bravo afterwards). Reserve that date on your calendar now so that you can participate. Everyone always has a great time and experience is definitely not necessary. Loaner shotguns will be available if you need one. Signup sheets and more information will be made available as we get closer to event.
- ◆ HELP!!! Our Badge Board Greeter list is bare, and we are just about speechless too. If you can speak, or man the badge board at one of our upcoming meetings, *please contact Mario as soon as possible*. His information is in the box at the bottom of this page.

## Badge Board Greeters

Aug 2<sup>nd</sup> Lonnie Carreathers—Fireworx Fire Protection  
Aug 9<sup>th</sup>  
Aug 16<sup>th</sup>  
Aug 23<sup>rd</sup>  
Aug 30<sup>th</sup>

## Upcoming Speakers

Aug 2<sup>nd</sup> Guest Speaker - Ron Darnell—PNM  
Aug 9<sup>th</sup> Ben Hoffman—Kinney Brick Company  
Aug 16<sup>th</sup>  
Aug 23<sup>rd</sup>  
Aug 30<sup>th</sup>

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