Contractor Growth Worksheet

Choose one improvement. Start with what you already have. Leave with a next step.

Company / name _____ Date _____

1 Choose one growth gap

Where are good opportunities getting stuck?

☐ Finding prospects ☐ Explaining the work ☐ Following up ☐ Repeat business

2 Use knowledge you already have

What does a customer need to understand? Which existing guide, photo, example or sales material could help explain it?

3 Define one small change

What will you change, where will a customer encounter it, and what response will you track?

Examples: a clearer proposal section, a follow-up message or a referral conversation.

Next action _____

Owner _____ **By when** _____

Track a real response, such as a reply, a meeting or accepted work. Compare it with your starting point.

Continue with Choice

Open the contractor hub for guides, the ebook request page, membership details and Choice office contact.

www.choiceroofcontractors.com/learning-center/roofing-contractors/#growth-worksheet

Office questions: www.choiceroofcontractors.com/contact/