

# THE EXPERIENCE™

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SEPTEMBER 3-5, 2025

CAESARS FORUM CONFERENCE CENTER  
LAS VEGAS, NV

# Driving Leadership in Your Organization for Sales Excellence

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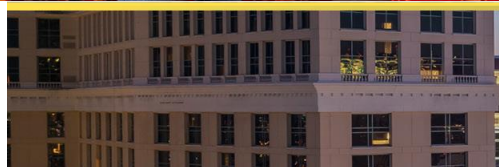


# Who Am I?

- 32 Years Married with a Son and Daughter-In-Law and Grandson
- 30+ Years in the Cleaning and Restoration Industry
- Undergrad in Accounting
- Masters in Business Administration
- Currently a Doctoral Candidate in Strategic Leadership
- Live in Asheville, North Carolina
- I am a Franchise Success Coach with Voda Cleaning and Restoration
- Worked in both the sales and operations side of the industry.



# What I Do, and Who I Serve



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# The Problem

83 % of Restorers Identify Hiring and Training as the MOST CRITICAL ISSUE impacting restoration companies.



# The Solution



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# When Salespeople Fail

- Wrong Person – A failure in the identification of the proper talent
  - Lack of integrity – Lack of effort or ability
  - Lack of knowledge – Pursuing the wrong targets
  - Lack of control – Trying to do too much and failing at follow through or spending too much time focused on activities that do not bring opportunities (ie... Too much windshield time driving to visit prospects)



# When Salespeople Fail

- Lack of Leadership – We turn them loose and fail to provide training and guidance
  - Sales is at odds with operations
  - No one understands what the salespeople are doing and there is a lack of knowledge of how the business ties together
  - Salespeople decide what a good contact is based on revenue potential and not by understanding the strategic advantage that the organization possesses



# When Salespeople Fail

- We have flawed expectations
  - We expect them to be an instant rainmaker
  - We fail to provide resources or direction
  - We do not tie them to the company's mission and vision



# What Is Your Mission?

At Voda Cleaning and Restoration Our Mission is:

*“To make life easier for those responsible for creating inviting, healthy spaces where people live, work, and do business.”*



# What Is Your Vision?

At Voda Cleaning and Restoration Our Vision is to:

*“Elevate standards of cleaning and restoration across the nation.”*



# Mission and Vision Before Goals

- Mission and Vision allows an organization the opportunity to define their “WHY.”
- Goals before Mission and Vision causes companies to focus on the what.
- When Goals supersede Mission and Vision the organization is rudderless. Focusing on goals first means that the company will not be able to grow at scale.



# Core Values

At Voda our Core Values are:

- *Have G.R.I.T – Guts, Resiliency, Intensity, and Tenacity*
- *Be Caringly Candid in the Huddle*
- *Be a Student of the Game*
- *Play Through the Whistle*
- *Be Adaptable*



# Team Meetings

- A review of where the company is in alignment with the organization's critical quarterly goals (or ROCKS)
- The leader needs to close out on what needs improvement and continue vision casting to team members
- Meetings need to happen with each individual team with inputs from the team members of action items to be discussed along with things that the leader needs to discuss there should be a 50/50 split of time on this as the need arises



# Team Meetings

- Have regular weekly meetings with ALL staff, Sales and Operations – This will help solve the disconnects that exist between operations and sales, so all team members learn how to assist others
- Owner or General Manager needs to highlight the mission and vision and review the core values to keep all team members aligned
- Have each team member or, in the case of larger teams, each team leader discuss the key achievements of the past week and what is attempting to be achieved in the coming week



# Why This Is Critical

- When we share the mission and vision what we have for the organization then all team members can see their value and the role they must play to drive performance
- This allows organizations to utilize transformational leadership, which leads to changes in attitudes and performance as well as creating proactive behaviors. This encourages leaders to identify strengths and stimulates followers to use those strengths and to take personal initiative



# Long Term Effect

- This will stop Team Members from the disorganization that comes with chasing dollars that are not part of the core focus of the company
- As Team Members look to the possible opportunities, they will need to be reminded of how their ideas and requests align with the mission and vision of the company (Use the 1-3-1 method!)
- Eventually, Team Members will understand this and will be able to explain how ideas align and why it needs to be done



# Conclusion

- An understanding of the mission and vision of the company will support the long-term strategic growth of the firm
- Keeping the mission and vision of the firm solid keeps the right people in the right seat by help them feel they have a stake in what happens
- Team members will become evangelists for the organization with each new hire that is brought into the fold



# The Law of the Kit Kat



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