

# 5

## Most Important Things To Know About Your Business Coach: Margaret Dillard



**Margaret Dillard**

1

### ***Business Coach***

Immediate and measurable results—two aspects of business coaching that make business coaching rewarding. Coaching found me when a client I created and managed websites and social media for asked me to coach her manager. I developed 2-6 week courses where we established goals for average order and daily/monthly sales. We implemented inventory controls which resulted in a 15% increase in revenue.

2

### ***Business Analyst, Small Business Development Center***

The Small Business Development Center invited me to join a select group to advise business people in Cochise County Arizona. My specialty revolves around marketing, however my experience as a marketing agency executive and founder helps me to relate to all aspects of day-to-day operations and the challenges that arise for small business leaders.

3

### ***Digital Marketing Agency Executive***

I founded Prism Communications a Bisbee, Arizona based advertising agency, so that I could help local businesses while raising four children. We served 100s of clients and were involved in radio, television, magazines, commercial printing among other services. I found that the freedom to involve my children in the business while also being able to lock the door if needed to respond to family needs most valuable.

4

### ***Chamber of Commerce Executive***

While working with chambers, we battled the reputation of being stale and outdated, so we thought through some of our thinking and began thinking about what local business need today. Chambers don't qualify for grant funding, so we partnered with other organizations to bring forth programs to teach marketing, social media strategies and to lure professionals to rural communities. These programs are active today.

5

### ***Mémère and Traveler***

I am Mémère (grandma) to four of the best humans on the planet! My children are delightful individuals, also! I am blessed to have the resources to visit them often. During the height of the pandemic, I bought an RV and resolved to one day be able to travel fulltime and today I am blessed to see the US, visit family and friends, while helping business people achieve their goals.