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True stories of Warrior business owners

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ADDARIO'S

How They Overcame The Problem with Growing To Add 50% More Revenue



STEVEN ADDARIO
2ND YEAR WARRIOR

Most business owners don't see growth as a problem. They welcome it; they celebrate it when it happens in their company, and they try to grow further.

But what few people realize when it comes to growth is that growth without the right approach is like trying to harness untamed horses to a wagon – sure you'll move forward but you may not end up where you intended to go.

That was the situation at Addario's, a plumbing, heating, cooling and electrical firm serving homeowners in Massachusetts. The family-owned company started 1998 by Steven J. Addario.

"We were trending in the right direction," reported Steven. The company was earning just under \$4 million in revenue. "We were growing, we were hiring, and the company was moving in the right direction

"I was reluctant at first. But Mike said to me, 'You have it in you and I'll show you, or I'll give you all your money back.'"

but we didn't have the glue to keep us together." Steven discovered that growth without strategy had its drawbacks. "Something was missing but I didn't know what it was. The business was growing, my team was happy, but they weren't happen enough and I just didn't have time to find out what made them tick."

"It was during this time that I first met Mike Agugliaro. I knew of him from an organization we each used to belong to, but then I saw him at a live event. I was

there with my carpenter and Mike brought his team there. It was like they moved in. There were six or seven of his employees and they were all coming up with ideas... I was really impressed." Steven saw Mike at work with his team, observing first-hand what a well-oiled team should look like.

Steven locked that image into his memory but continued on his business the way he'd been running it. "Two to three years went by, and then Mike connected with me through social media," said Steven.

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STEVEN ADDARIO

Today, Addario's boasts **25 team members** and the company is on target to do **\$6 million** in revenue this year **50% over where they were last year.**

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"I told him that business was going good but I was not sure about how to move forward."

When one of Mike's Warrior Fast Track Academy events came up, Mike suggested that Steven attend. "I was reluctant at first," admitted Steven. "I didn't want to dump my money into something else. But Mike said to me, 'you have it in you and I'll show you or I'll give you all your money back.'"

With nothing to lose, Steven attended Mike's Warrior Fast Track Academy event in September 2014. At the event, he saw Mike in action yet again and joined Mike's CEO Warrior Circle.

Since then, Steven has completely changed his approach to growing his business. He understands now how to control his company's growth and build a bigger, stronger business with the right strategy. "I've started to focus on the people in the business and what motivates them," Steven explained. "The one piece that was missing was having the correct culture. Once everyone in my company bought in, they saw that the success of the business meant more success for them."

Steven benefited further from Mike's coaching, including Mike's frank say-it-like-it-is approach. "When Mike coached me, it was all the right stuff at the right time," said Steven. "Mike has no problem saying, 'stop being an idiot' when he's coaching me, and he'll kick me in the ass when I need to be reeled back in. When I get too far ahead of myself and want to do step seven, he'll remind me that I need to do steps one through six first."

Mike's ideas continue to help Addario's. Steven mentioned a few insights he learned from Mike: "make sure that you have established your core values, and base every decision on your core values." Another change made was to Steven's marketing: "Make sure you're marketing at the right time and staying ahead of when you're supposed to be marketing... don't wait until September to be marketing in the fall."

Today, Addario's boasts 25 team members and the company is on target to do \$6 million in revenue this year 50% over where they were last year.

And what does the future hold for Addario's? Steven says, "Anything I put my mind and focus to."



**GARY
PETERSON**
OWNER &
2ND YEAR
WARRIOR

PETERSON PLUMBING

How One Service Company Broke Through A Plateau And Doubled Revenue

Peterson Plumbing and Heating LLC has been in the family for decades. In some ways, that longevity can be a powerful asset because you've got a solid name behind you. In other ways, that longevity can be a detriment, as Gary Peterson found out.

Gary partnered with his father in the family business over 30 years ago. "At the time, I saw it as a small family business," Gary said. "Over the last 15 years, I was content with keeping the business the way it was." Operating under the if-it-ain't-broke-don't-fix-it mentality, Peterson Plumbing coasted for many years on its own. "We were healthy for a small shop," Gary explained. "We could pay our bills... But we weren't growing."

For some service business owners, this is all they want: to show up at work, do the work expected of them, and to go home at night

having done everything they needed to do to move their business forward that day. But after years of seeing the company plateau, Gary realized that he wanted more.

At first, Gary tried a "DIY" approach to jumpstart his business. "I tried to grow the business myself," Gary said, "with very little success." It was frustrating, confusing, and Gary didn't know what to fix, what not to fix, and why his business wasn't growing the way he wanted. "I kept struggling and trying different things... To no avail."

Then, things changed for Gary when he connect with Mike Agugliaro. At first there were just a few emails from Mike, and then Mike recommended a couple websites to visit and some videos to watch. Something sparked for Gary when he saw some of Mike's ideas about marketing, service, and growth.

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Being a small, family-owned shop, Gary made the strategic decision to introduce gradual changes into his company.

“I then met Mike on the phone for a half hour conversation, and from that I attended one of his events in April 2014.” At the time, Mike was hosting a 3-day business event (these have since transitioned into Mike’s popular 4-day Warrior Fast Track Academy). During the event, Mike talked about his exclusive mastermind for service business owners – CEO Warrior Circle.

While at the event, Gary sensed that this was the turnaround opportunity he had been looking for. “I signed up for Mike’s warrior group at the event,” Gary said. “I believed in Mike and his strategies so much after spending 3 days learning... Mike didn’t just tell us what to do and when to do it but he showed us exactly how to implement it.”

Since then, Gary has begun implementing the lessons he’s learning from Mike. Being a small, family-owned shop, Gary made the strategic decision to introduce gradual changes into his company. This slow, deliberate effort was intentional... And it paid off.

“The first thing I changed was the culture of the company,” Gary explained. He set out to improve the culture, including improvements to the following specific areas like: “how the techs handle customer relations, how the office staff converse with techs in the field.” Through Gary’s hard work he was able to change the culture and mindset of his company.

And the result? “It was huge,” Gary reported. “It was literally a 30 % revenue increase by just changing culture. We always were a

good culture but we became a great culture company.” The improvement surprised Gary, and he was excited to see a bump in revenue even with making that single change: “I was shocked myself. I didn’t raise prices and didn’t change anything else except for culture, and that yielded some of the best revenue changes we’ve ever had.”

Those aren’t the only changes that Gary has seen in the time he’s been part of Mike’s CEO Warrior Circle. “Most of [the transformation] has been in myself and how I deal with the problems of everyday business,” Gary said. “I don’t ‘deal with problems.’ I turn them into solutions now and then fix them from there.” This new mindset has also unshackled Gary from any small business thinking that once help him back: “I used to set boundaries and have preconceived notions about what could or couldn’t be done. Now I have no boundaries. I can make this business into whatever we want.”

“We were doing \$500,000 when I went to Mike’s event. At this point in time, we have doubled our revenue. For the first time ever we’ll be making \$1 million in a year,” said.

That unfettered vision has created an exciting path for Gary Peterson and Peterson Plumbing and Heating. “We’ll reach \$8 million revenue by 2020. I don’t have a doubt in the world that we will be able to do that. The future is more organized, more focused and brighter than it ever has been in the last 30 years for our company.

The transformation of Peterson Plumbing and Heating shows how even a “small, family-owned” company can be transformed into a visionary company run by a warrior who can level up his company and create new opportunities for himself and his team.

PETRI PLUMBING

Elevating From Good To Great And Looking For More



MICHAEL PETRI
2ND YEAR WARRIOR

What's the next step when you have a well-running plumbing business?

For one business owner who was thinking about retiring, the answer seemed obvious: Sell his good company now. But then he met Mike Agugliaro who showed him how to elevate his company further and grow it from good... to great.

The Petri family have been in the plumbing trade since 1906. Their firm evolved over the decades, as many do, starting out with a couple of

locations, partnering and then splitting off, renaming as the tradelines changed.

Michael Petri, a fourth generation plumber, got into the business in the in 1980's. He appreciated the heritage of the company but was also looking at where the business could go. At the time, the company was primarily focused on residential service and repair. Working with his father and brother, Michael Petri expanded their tradelines and renamed the company Petri Mechanical. He also started doing larger scale construction plumbing and became a union company.

This path for growth seemed to be set for the Petri business until setbacks struck in the 1990's. Michael Petri's father passed away, and Michael and his brother re-evaluated their direction and decided to split the company. Michael would return the Petri business to its focus on residential service and repair once again.

He began rebuilding the company. It was a smart decision that paid off: "We

did well," Petri reports, "we were profitable." Petri's plan was to continue on this path, enjoy the profitability, and perhaps run out the clock on his retirement.

Things seemed good... at least outwardly. Inwardly, Petri's tenure in the business was taking its toll: "I've been doing the same thing for so long," he said. "I've been coming to this same building for nearly 60 years. After a while, there's no excitement to it. I became complacent and frustrated because I didn't know where I was going to go from here." The company's good performance was no longer a source of inspiration and excitement. Should he just keep plodding through until retirement? Should he shut the business down?

Things changed, though, when his son made a career switch, coming "home" from a career on Wall Street. Petri says, "when my son decided to join the family company, I started thinking that I should make it better for him, to hand off a great company to the fifth generation."

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In spring 2014, Michael Petri met Mike Agugliaro: “I found Mike online and started following him,” Petri said. He admits that he was skeptical of what Mike’s claims. “I’ve been in the business for so long, I was skeptical. We messaged back and forth for months.”

Fortunately, Petri’s due diligence revealed that Mike Agugliaro delivered the kind of value Petri was looking for: “I was listening to one of his weekly phone calls and I saw a lot of value in what he was doing and how he was presenting himself and I decided to go to one of his 4-day events.”

Petri threw himself into the process of listening to Mike and learning from his insight: “I signed up for his whole Warrior Group before even going to Mike’s 4-day event – I found that much value in talking to him.”

What changed Michael Petri from skeptical to committed? “Mike went out of his way to return my calls and emails... even if they weren’t really important questions. Mike and Rob really cared about what I did. I see Mike as someone to take me from good to great.”

Mike Agugliaro not only delivered on insightful value but also reignited a spark in Michael Petri for his business. Petri says, “I was thinking of retiring in about five years. But one of the things Mike kept saying was ‘why? Why do you need to retire? Why don’t you just build an infrastructure that will allow you to own the business and run your business without ever retiring?’ I was somewhat complacent about my business when I met Mike but Mike convinced me that I could grow the business from afar.” Petri saw how he could elevate his business from good to great... to exciting.

As he worked with Mike Agugliaro over the past year, Michael Petri started making changes in his business, he began putting systems in place and changed the way he does business. “We were successful before and I

was looking to ease myself out of the business. Today it’s different,” Petri reports.

The changes have been invigorating: Petri has created systems for his business like a new dispatch system that transformed the company’s efficiency. Their marketing changed too: “we were an older business and our work was passed down from generation to generation so I was never into marketing who we were. When I met Mike I saw the value of marketing to existing companies. I never believed that I needed PR but I’ve got a ton of compliments about the way Heather and her team [of PR firm Ripley PR] have done PR. We rebranded our company-- it was exciting. We have a new logo, truck wraps, marketing, and a new website. It reinvigorated how I viewed my business.”

And the results? Michael Petri has seen his company break free from its complacent stagnation and began a refreshing new ascendance: “I’ve increased sales since I’ve been with him. Sales are up 30% annually since I met Mike. Our profit margins are still up there.”

What’s Michael Petri’s advice to other service industry professionals? “I recommend Mike to a lot of younger people. You need a mentor or coach to put everything into perspective about what you do. The majority of business owners in our line of work think of this as a job. Mike’s big on limiting beliefs, there isn’t a person who doesn’t have limiting beliefs.”

Michael Petri is excited for what the future holds. Not only does he have a new perspective and a rekindled flame for his business, he’s excited to be able to hand it off to the next generation. “We run 4 to 5 trucks right now. My younger son Christopher could build that up to 8 to 9 trucks.” And Michael Petri is confident knowing that the business he’s handing off, thanks to Mike Agugliaro, is a great business.

J&S SERVICES

Strategies and Results From The Field

J&S Services is a plumbing, heating, and cooling company that services the York region of Ontario Canada (near Toronto). The company is a family owned business that has been operating for 30 years.

Joe Rizzi is the President of J&S Services and he's a member of Mike Agugliaro's CEO Warrior Circle. Under Joe's leadership, and with the transformation and guidance by Mike, J&S Services has seen some tremendous growth. Here are some of the strategies that Joe has been implementing:

Joe expanded his HVAC techs' skillset to include plumbing services. "One of my HVAC techs has successfully made the transition to provide Plumbing Service to our customers. [That tech] generated \$50,000 in sales in January, with \$6,000 of that coming from Plumbing Service." With the addition of a new truck to J&S Services' fleet, he's bringing on another HVAC tech with plumbing experience. "I'll have him generating revenue once the new truck is suited up and ready to go," reports Rizzi.

Joe is working ON his business instead of IN his business: "I did not pick up a tool for the whole month of January," says Rizzi. "Instead I focused on growth and marketing."

Joe is getting very strategic in his marketing: Joe sent a letter to his region warning everyone that the local government would be injecting chlorine into the water system, then he followed up that letter with another letter and a coupon for a Kinetico de-chlorinator unit and an R.O. system. He's following up that letter with a scripted telephone call.

Joe is improving his team with better training and systems: "My new service manager is exceeding my expectations," reports Rizzi. "I had him sit with Mike's service manager at Gold Medal Service for a day, and that made all the difference." As well, better marketing and serving/selling skills have improved J&S Services' conversion rate: "Our conversion rate in Plumbing Service went up by 6% and our conversion rate for HVAC went up by 5%."



JOE RIZZI
2ND YEAR WARRIOR

That's just scratching the surface of the exciting transformation that Joe Rizzi is seeing at J&S Services. And the results and recognition are pouring in. Joe lists a handful of results he's seen since being part of the CEO Warrior Circle:

- "We had our best January (in terms of revenue) in 17 years," reports Rizzi.
- "We are ranked 8th in Canada for Kinetico water treatment sales – we have never made the top 20 until now!"
- "We won the Readers' Choice award (in our local newspaper)."

Joe Rizzi of J&S Services has seen a massive shift in his business. Employees and customers are noticing the difference and there's even more exciting developments still to come. "I'm super excited for the future. Thanks again Mike Agugliaro!!!"

FEEDBACK FROM WARRIOR FAST TRACK ACADEMY



“Everybody always says, I can’t leave my company for four days. I would say, you cannot afford to leave your company. You HAVE to. If you don’t do it now, you’re throwing money away.”

DREW KAMIN

*Lazer Electric and Plumbing
Now A CEO Warrior Circle Member*

“I would recommend someone that’s on the fence thinking about coming or not coming just to ... You’re definitely going to get your money’s worth coming here, for sure.”

ALEX KELLY

*Trade Mark Home Services
Now A CEO Warrior Circle Member*



“The value that I’ve gained from it I really can’t put a number on because it’s really been a lot of life lessons that are going to ultimately not only help our business, but it’s going to help me in life in general.”

ANDREW FRASER

*Dogi Zone
Now A CEO Warrior Circle Member*



“I would say that I’ve gotten way more than my money’s worth out of it. I’ve certainly gotten, I know everybody wants to say millions of dollars, but I think this is going to really accelerate our growth tremendously. I have to go home and implement it, but I think that it’s going to be phenomenal.”

JAMIE DENT

*Lazer Electric and Plumbing
Now A CEO Warrior Circle Member*

SOME OF OUR OTHER WARRIORS



“I think the biggest takeaways are how you can align your core values and things that are maybe a little esoteric and you can align them with really down to earth, rubber meets the road principles that will help you just crank it up to a completely different level.”

LARRY EASA

Georgetown Land and Living
Now A CEO Warrior Circle Member



“Not only was he delivering confidence and energy, but he was delivering real value. I could really pick that up pretty easily. For me, to invest in the program was a no brainer.”

JEREMY SWANSON

Lazer Electric and Plumbing



Get off the fence and do it. Believe me when I tell you, you won't be disappointed. You got to be off of your rocker not to check this out...The return was phenomenal. More than 10 times. It's more than 10 times of what I paid already.

JOE COLLINS

Einstein Plumbing
2nd Year Warrior



He has the drive to want to teach people what he's learned. He basically doesn't want people to have the same mistakes he had in his first ten years of business. He wants to see people thrive in business.

JOHN KOCOT

JP Plumbing and Heating
Now A CEO Warrior Circle Member

SOME OF OUR OTHER WARRIORS



“To be able to come here and see it in action. You can go to trainings anywhere in the world. That’s one thing I’ve always said to myself. This guy’s a trainer, he’s going to train me and tell me how to run my business, but he doesn’t have one ... If it was that easy, why isn’t he doing it and making millions of dollars? Well, nobody can say that to Mike, because he is doing it and he is making millions of dollars. He’s doing both. I think that’s a huge benefit to the CEO Warrior group.”

MIKE DENNISON

Larry and Sons Inc.



“If I were to monetize the value that I’ve gotten within this day-and-a-half, it would usually be in the millions of dollars of added revenue to my pocket. Then there’s all the intangibles that you can’t put a price on, that are just priceless. Things like building a company culture and walking around the office here ... It’s one thing for a person to talk about company culture, and I’ve read about company culture, but coming in here, walking around, seeing it in action, and seeing how important that is, that really is priceless.”

MITCH KENNEY

Colepepper Plumbing

Now A CEO Warrior Circle Member



“I think it’s wonderful. I needed the kick. I need to get motivated again, and Michael’s just the person to do it. I think we were complacent and I think we do the day-to-day stuff and it’s just ... You get in this regime, I think. To get motivated and actually get challenged again is something we haven’t been for a long time, or I haven’t been. This is what I needed. I recommend it.”

TERESA GRIMSLEY

A Plus Plumbing

Now A CEO Warrior Circle Member

“Anything and everything you want, it’s here;
and he’s available. It is the real deal.”

DUSTIN FOLKES

*Folkes Heating
2nd Year Warrior*

SOME OF OUR OTHER WARRIORS



“The training’s fantastic. This is a different ... It’s different than going to a seminar and getting a pep talk and so forth. These are actually things that you can put into motion right away.”

PHIL TROMBA

Tiger Heating and Air
Now A CEO Warrior Circle Member



“Monetary value is off the hook, if you apply it, what is it worth? It’s freaking infinite.”

TJ MARKOWITZ

T Webber Heating, Plumbing and Air



“What I would say is, if you’re serious about change and you’re serious about taking your business to the next level and improving the life of your family you need to get a ticket, come to Gold Medal to CEO Warrior and experience it firsthand if you’re serious about change.”

RODNEY BAILEY

Magothy Electric
Now A CEO Warrior Circle Member

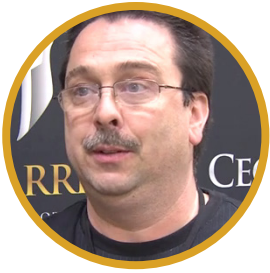


I’m going to tell you right now. If you ever come to this thing, you’re going to be committed. I learned more in the last 4 days than I’ve learned in the last 5 years. We signed up. We’re excited to be warriors. I’m looking forward to going home and making changes. Come to a class. Make sure that you enjoy it and you’ll learn a lot.

SHAWN KELLY

Nashoba Air
Now A CEO Warrior Circle Member

SOME OF OUR OTHER WARRIORS



“After working with Mike our phone rings every day. In just a month and a half of implementing Mike’s strategies we get about 30 calls a month, and before we were barely getting 10.”

JOE COLLINS

Einstein’s Plumbing and Heating



“I just want to give you an update back here. It’s now day 3, I got off to a very strong start and pretty enthusiastic the last time. It just keeps getting better and as much as anything the real cool thing is he’s in my business. He knows the pain points and this is real stuff for service contractors. I’m all in.”

TOM GRAHAM

Joe Cool Heating and Air
Now A CEO Warrior Circle Member



“I think it’s great. The thing that I really liked about it was the fact that it’s relevant, meaning that it’s not a consultant that had an air-conditioning company 15, 20 years ago. It’s somebody who physically has one and is going through the challenges that we’re facing. Being relevant is a big deal.”

JIM CLARK

Myers Heating and Air
Now A CEO Warrior Circle Member

For some amazing video success stories, go to
CEOWARRIOR.com/testimonial