

## CASE Study • LIFE MAID EASY



**NAME & POSITION:** Balbina & Prince, Managers

**COMPANY NAME:** Life Maid Easy

**TIME TRAINING ON PROGRAM:** 3 Months

**LOCATION:** Vancouver, BC



### OBJECTIVES

- To implement an ongoing training and development system.
- To become a “best place to work at” and show our employees that we invest in them.
- To have Grant Cardone as part of our initial onboarding piece as we are expanding our team.
- To expand sales and get everyone trained in sales.



### SOLUTIONS

- We have key members of our management and sales team training with an expectation of 3 videos per day.
- We have a WhatsApp group chat with everyone on the program. We share tidbits to keep each other motivated, keep the training competitive, and call people out if they’re not training.
- We keep each other accountable and engaged and motivated by other sharing other people’s experience.
- Our approach has been to encourage and support the team’s growth.



### RESULTS ACHIEVED

#### Sales:

- Getting on **training while coming out of the Covid slump was huge. We were firing on all cylinders, and it was great to have the training to keep us on track and drive sales.**
- We experienced a **20% increase in revenue as an enterprise since starting the program.**



## FEEDBACK ON SUPPORT FROM THE CARDONE TEAM

- Christa has been great. It's a big strength of the program, how much the support team is on the ball and dedicated, and practicing what they preach.

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## STAFF & CULTURE RESULTS

- People are using "Grant Cardone-isms" and it's gotten us more in line with the bigger picture of the sales process. We now have a higher energy and positivity towards sales.
- Rather than focusing on what we can't do, we are focusing more on what we can do and learning from our mistakes.
- The training gets people pumped up, and in the right attitude and mindset. We've seen an increase in motivation with the team.
- We like the fact that it gives everyone something to do on a daily basis, creates structure and keeps us all accountable to do something daily towards growing personally and corporately.
- We would have had less guidance and less motivation to ramp up without the training.



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## ABOUT THE COMPANY

Life Maid Easy is a company that offers home cleaning services throughout Metro Vancouver. We have been offering eco-friendly services for over 5 years. Life Maid Easy has received an A+ rating by BBB, acknowledging that we meet their quality standards. Our mission is to give each person living in the Lower Mainland the benefit of an eco-friendly house cleaning.