

Module 7: Expand Into New Services

Summary

Plan expansion using data, structured problem-solving, and aligned teams to reduce risk and complexity.

Sections & Action Items

Assess Which Verticals to Add

- Review historical performance by service
- Identify high-converting services
- Pilot new services before scaling

Breakthrough Loop Problem Solving

- Log recurring issues
- Assign ownership and track resolution
- Improve systems based on patterns

Team Restructuring

- Align roles to new services
- Reassign leads by expertise
- Balance workloads across crews

Reflection Question

If you added a new service tomorrow, what system would break first?

Next Steps

1. Review data for new service opportunities
2. Fix one recurring issue
3. Align team roles to services

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Module 7: Expand Into New Services Worksheet

How to Use: Answer quickly. Identify ONE improvement to act on.

Expansion Readiness

Do we have data supporting this service? ☐ Yes ☐ No

Where is demand strongest? _____

Readiness Score (1-5): ____

Friction & Issues

What recurring issue shows up? _____

Is it tracked? ☐ Yes ☐ No

System Score (1-5): ____

Team Alignment

Are roles clearly aligned to services? ☐ Yes ☐ No

Where is overload happening? _____

Alignment Score (1-5): ____

30-Day Action

1 improvement: _____

Owner: ____ Deadline: ____

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