

# Tradesman Inner Circle Member Profile

“We’ve reached goals we thought were unachievable.”



**Anthony & Annie Bedrosian  
Mr. Switch Electrical  
Diamond VIP Member**

## 1. Tell us a bit about your situation, your business and family etc.

I started my electrical apprenticeship when I was 17 years old and was employed by a small business working alongside the boss mainly targeting construction sites. I was hardworking and quick learning and soon enough opened my eyes to the world of electrical service. I realised how customers were being disappointed and let down when the company would not turn up to the job or the customer was totally forgotten about.

In 2008 and at the age of 21 I completed my apprenticeship and was employed as the first electrician with a medium sized maintenance plumbing company that was starting up their electrical sector. Coming from a mainly construction background this was a clear challenge for me to learn and take in all the new maintenance service side of the industry.

As a result, I learnt the marvelous side of maintenance electrical and my customers loved my excellent service! Within one year working for this company, I started sub-contracting to them and finally made the decision to start my own business-Mr Switch Electrical.

My wife Annie and I had only been married for 6 months and she realized I was struggling with the paper work side of the business as I was working 24/7 and had no time nor patience to sit in front of the computer!. She made a huge life changing decision to leave her career in the wedding planning industry to help me with Mr Switch Electrical.

Once Annie came into the picture in 2010 a lot changed. She changed the company trading name to Mr Switch Electrical and got the ball rolling for marketing and clientele base.

Together for the past year through hard work, tears, sweat and love and with the marvelous help of TIC we have built a business which runs from our home office and have 3 vans with 3 tradesmen and are striving to reach more goals!

## 2. What’s the biggest challenge you’ve faced in the last 12 months?

The biggest challenge we have faced in the last 12 months has definitely been to find and implement a field integrated CRM Software.

For the past year we have been tossing and turning to find the right CRM Software for our business as we realized paperwork was going nowhere. We realized that we needed to step up to the ladder and implement technology where it was needed to help us be more efficient and productive. There are so many options out there however finding the right one for our business took longer than anticipated! We now have signed up to a great CRM and are currently in training progress.

## 3. How have you tackled that challenge? How do you feel about it?

After intensive research, meetings and discussions for a year we finally came across a system that was easy to handle and learn. We now are happily in training and are glad we are going paperless!



#### Enjoying the Australian Small Business Awards with their team



Annie & Anthony were honoured to be National Finalists at the Australian Small Business Champion Awards in the category of 'New business under 2 Years'.

With only 20 nominations from a pool of 'all business', it was a huge accolade for Mr. Switch Electrical.

The award night was at The Westin Hotel, 21st April 2012 - a great night enjoyed by 950 small business owners from across Australia.

Congratulations again...

#### 4. How have you and your business changed since joining TIC?

Seriously both of us are much more motivated now to move the business even more forward! There is no looking back! **We've reached goals we thought were unachievable!** We also have a *clearer vision of our life and business!*

#### 5. Where do you see your business in 5 years?

We are now in the process of building systems and procedures for the company so we can grow smoothly without headache! Our next goal is to move the office out of our home to an office and hire office staff so we can spend more quality time together. Overall in the next five years we want the business to run for itself! (while we are sipping on cocktails at Waikiki beach hahaha)

#### 6. What are the top 3 things you have learnt about business that you would recommend to others, and WHY? (eg; life plan, watching numbers, customers first????)

##### Tip1 and why:

Always adapt to change- The world, economy and customers are always changing and we need to be willing for our business to adapt to these changes so we can continue being in business!

##### Tip2 and why:

Don't involve your emotions- Never mix business with your emotions as it is not professional and business is business!

##### Tip3 and why:

Never Ever Give Up!- Always think positive, surround yourself with positive people to avoid failure so you can kick those goals in life and business!

#### 7. Favorite tool and why?

Anthony: Portable Eftpos Machine- so easy to use and speedy!

Annie: Mine is Google! Any questions I have just google away!!

#### 8. Tell us something quirky about yourself that your buddies don't know (eg. you have a favourite coffee cup that sings happy birthday!, you're the only one in your extended family that is left handed)

Anthony: Unlike my mates I like listening to classical music such as Frank Sinatra and James Dean with a glass of Scotch and relaxing!

Annie: I hate going to the shops! Every time someone asks me to go along I always come up with an excuse! Always prefer being in and out!

#### 9. Who would you most like to have lunch with and why (eg. Richard Branson, just to say I'd had lunch with him! or to ask him how he gets so much stuff done)

Anthony: Donald Trump- he is an impeccable businessman and I have a long list of questions I would love to ask him especially how he faced his challenges along the way and how he balanced his work with his family life and what kept him still going!!

Annie: Mother Theresa- she was a miracle herself! To bring such love, hope, peace and faith to the world is very touching!