

The Trident Edge Playbook: Volume 1

Welcome to Volume 1 of The Trident Edge Playbook. This is the first in a continuing series of workbooks released every 20 episodes of The Trident Edge Podcast with Mike Kilgore, Director of Sales for Trident. Each volume will capture the most important lessons from 20 episodes, give you space to reflect, and help you apply them directly to your business. Inside Volume 1, you'll find the first 20 lessons, detailed explanations, thought-provoking questions, and exercises to sharpen your edge. Every 20 episodes, a new playbook will be released so you always have a roadmap to grow step by step.

Episode 1 – Motivation that Moves You

Motivation is the spark that gets you started. Without it, discipline and systems won't matter. This episode was about finding your inner drive and pushing forward even when things feel tough.

Questions to Consider:

- What motivates me most about this business?

- When was the last time I felt truly inspired to keep going?

- What can I do daily to keep my motivation high?

Episode 2 – Discipline Over Excuses

Discipline is about doing what needs to be done even when you don't feel like it. Successful contractors master small, daily actions that build momentum.

Questions to Consider:

- Where do I let excuses creep into my routine?

- What's one habit I can build this week to increase discipline?

Episode 3 – Clarity Creates Confidence

Without clarity, you spin your wheels. Knowing your 'why' and setting clear goals creates direction and focus.

Questions to Consider:

- What is my 'why' for running this business?

- What are my top 3 business goals for the next year?

Episode 4 – Energy Sets the Tone

The energy you bring to customers and crews creates the atmosphere for success. Show up with positivity and watch it multiply.

Questions to Consider:

- How do I usually show up in the mornings?

- What can I do to boost my energy before stepping on a job site?

Episode 5 – Know Your Numbers

Busy doesn't equal profitable. Tracking your costs, margins, and average ticket size gives you control over your growth.

Questions to Consider:

- Do I know the exact profit margin on my last job?

- What's my current average ticket size?

Episode 6 – Referrals: The Engine of Growth

Referrals bring the warmest, easiest leads. Building a system for them creates consistent business without high ad spend.

Questions to Consider:

- How often do I ask for referrals?

- Do I make it easy for customers to share my name?

Episode 7 – Pressure Makes Diamonds

Challenges aren't punishment, they're preparation. Every tough moment is a chance to sharpen your resilience.

Questions to Consider:

- How do I usually react when under pressure?

- What lesson did my last challenge teach me?

Episode 8 – Own Your Backyard First

Before you expand wide, dominate locally. Build reputation and trust in your immediate market first.

Questions to Consider:

- What's my core service area?

- Am I visible enough in my own neighborhood?

Episode 9 – The Fortune in the Follow-Up

Most contractors lose money by not following up. Fortune comes from circling back on estimates, jobs, and past customers.

Questions to Consider:

- Do I have a follow-up system?

- How many jobs have I lost by not circling back?

Episode 10 – Compete on Value, Not Price

The lowest price rarely wins long-term. Customers pay for trust, quality, and peace of mind.

Questions to Consider:

- What makes my service valuable beyond price?

- How do I highlight that value in estimates?

Episode 11 – Build a Crew That Cares

A strong crew culture creates pride, professionalism, and customer loyalty.

Questions to Consider:

- Does my crew reflect the pride I want customers to see?

- How do I reward or recognize effort on my team?

Episode 12 – Marketing That Works

Not all marketing is equal. Consistent, simple, and local visibility creates the most impact.

Questions to Consider:

- Which marketing channel brings me the most jobs right now?

- How do I track where leads come from?

Episode 13 – Confidence is the Contract

Customers and crews feed off your confidence. Show up steady and sure, and people trust you.

Questions to Consider:

- How confident am I during customer conversations?

- How do I prepare myself to show confidence daily?

Episode 14 – Weathering the Storms

Storms in business are inevitable. Preparation and calm leadership help you turn challenges into growth.

Questions to Consider:

- How do I typically react to challenges?

- What system can I add to prepare for the next storm?

Episode 15 – People Over Tools

Tools don't build businesses, people do. Investing in training and culture pays long-term dividends.

Questions to Consider:

- Am I investing more in equipment or my crew?

- What's one step I can take this week to build my people?

Episode 16 – Work On It, Not Just In It

If you're stuck doing all the work, you own a job, not a business. Systems and delegation set you free.

Questions to Consider:

- What's one task I can delegate this week?

- Do I have processes written down, or just in my head?

Episode 17 – Your Brand Beyond the Logo

A brand isn't your logo, it's the story people tell about you. Reputation and consistency build loyalty.

Questions to Consider:

- What story are people telling about my business?

- Am I as consistent with service as I am with advertising?

Episode 18 – The Edge of Leadership

Leadership is influence, not position. Your crew, your customers, and your market respond to how you lead.

Questions to Consider:

- Do I lead by example?

- What leadership habit do I need to strengthen?

Episode 19 – Summary & Self Check

The first 20 lessons come together as a framework: mindset, tools, growth, and leadership. Together, they create momentum.

Questions to Consider:

- Which area is my strongest right now?

- Which area needs the most focus?

Self-Evaluation Quiz

Answer the following to discover what area of your business you need to focus on most. Circle the number that best describes you for each statement (1 = Strongly Disagree, 5 = Strongly Agree).

- I stay motivated even when things get tough.

1 2 3 4 5

- I track my numbers and know my profit margins.

1 2 3 4 5

- I follow up consistently with customers.

1 2 3 4 5

- I focus on building value instead of lowering my price.

1 2 3 4 5

- My crew takes pride in their work and represents my brand well.

1 2 3 4 5

- I know which marketing channels bring me the most jobs.

1 2 3 4 5

- I project confidence in every customer interaction.

1 2 3 4 5

- I prepare for storms and challenges before they happen.

1 2 3 4 5

- I invest in people as much as I invest in tools.

1 2 3 4 5

- I spend time working on my business, not just in it.

1 2 3 4 5

Scoring & Next Steps

Add up your total score. Here's where to focus:

- 40–50: You're sharp and balanced. Keep refining.
- 30–39: Solid, but tighten up weak spots.
- 20–29: Warning zone .. you're working hard but missing structure.
- Below 20: Time to sharpen big-time. Start by focusing on the lowest-scoring areas.