



What does Roger Do?

Roger Daviston is a personal growth consultant who gets measurable results. He facilitates and encourages individuals to change behavior and make different choices to achieve better outcomes. He helps clients understand where they need to grow, whether in skills development, overcoming limiting beliefs, changing perspective in their identity or aligning behavior with core values.

The Process

Roger's process is to teach in short increments, ride along, then coach. Clients learn to communicate better, ask more questions and build strong trusting relationships with customers. As a result, technicians develop more sales leads and additional repairs, and significantly increase service agreement enrollment rates. Roger believes that the transaction flows out of good, mutually beneficial relationships with each client.

Results

Roger has achieved significant and permanent results with clients when allowed to work in a business over time. As a result, Roger has increased conversion rate, average revenue per call and sales price, which increases gross margin. Please listen to the testimonials in the sidebar.

Experience

Roger has 30 years of business experience and a solid financial understanding of business. He has a B. S. Degree from the University of Alabama in Corporate Finance and Investment Management. He also served as a government bond trader in the early 80s. After that, he built and sold two profitable businesses, one of which was a residential replacement HVAC business. Roger has been a personal development consultant since 2000 and is also an NLP practitioner.