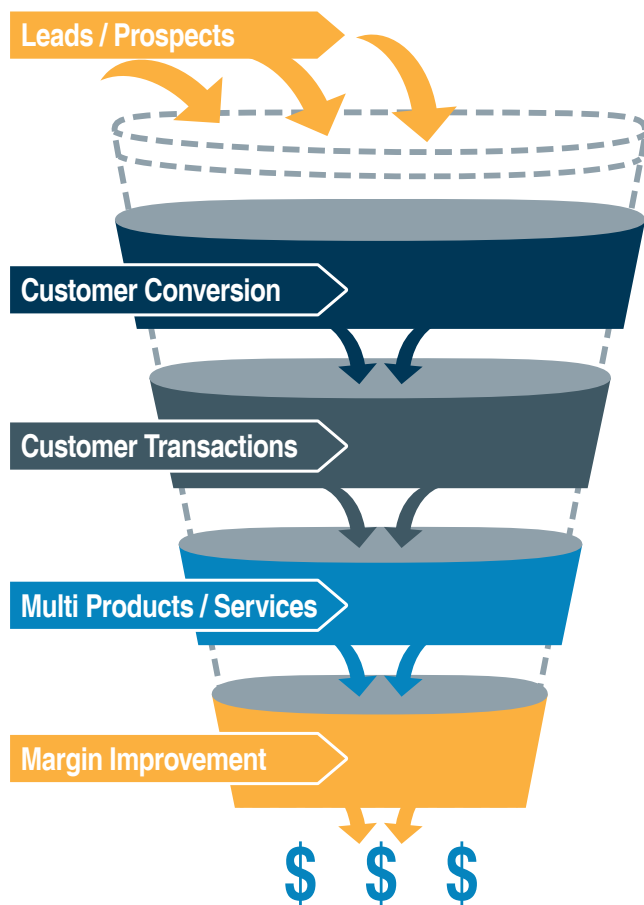


Optimize the Sales-to-Profit Funnel:
How do businesses Double, Triple or even Quadruple their Income?



MARKETING

- Advertising
- Promotion
- Social Media

CONVERTING PROSPECTS TO CUSTOMERS

- Your USP
- Niche Market
- Sales Scripting
- Overcoming Sales Objections

NUMBER OF CUSTOMER TRANSACTIONS

- Repeat Sales / Service Contracts
- Special Promotions / Packages
- Customer Loyalty Programs

INCREASE AVERAGE DOLLAR SALES PER CUSTOMER

- Increase Prices
- Additional Products / Services
- Up-sell / Higher Margin Products

PERCENTAGE OF SALES KEPT FOR PROFIT

- Overhead Management
- Tax Strategy
- Reducing Waste / Obsolescence
- Improving Systems
- Improving Productivity

Concepts adapted from The Business Coach

- Double! Triple! Quadruple! Your Income.
- Learn new ways to successfully increase customers, sales and profits.
- Keep more profit from your hard-earned sales.
- Don't just increase your profits – *compound them*.
- Create the extra profits to reinvest in your business and your life.
- Confidently take your business to the next level to allow you to spend more time away from your business.

Work *ON* your business instead of *IN* your business!

Work *ON* your business so it can eventually work without you!