

April 2006: Small improvements in multiple areas = large improvements in results

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An improvement in any one of the following areas will lead to an improvement in the overall health of your business. Moreover, such improvements are cumulative. In other words, the overall performance of your business will increase exponentially as each area is changed for the better. Improvements of just 10% in each of these seven areas of activity will virtually double the productivity, and the profitability, of your business.

Ask yourself and your staff:

- How can you increase *sales*?
- In what ways can you improve the quality of your *services*?
- What would you have to do to raise *prices*, even marginally?
- What would it take to increase your number of *referrals*?

As I have demonstrated, if you achieve just a 10% improvement in each of these areas, the overall productivity and profitability of your business will double.



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Area of Activity	Percentage Improvement	Cumulative Effect
1. Sales	10%	1.10x
2. Services	10%	1.21x
3. Pricing	10%	1.33x
4. Promotion	10%	1.46x
5. Referrals	10%	1.61x
6. Productivity	10%	1.76x
7. Profitability	10%	1.94x

Focus on these seven areas in your business and inspire your key employees to do the same. Together, look for ways to make continual small improvements.

Testimonials

Dear Brian,

Thank you for the time we spent working together.

Your skills in marketing and promotions have helped my business grow.

Sales are up and profit has never been better.

Your key points of cash flow, profit and staffing has enabled my business to prosper and develop into a highly sort after practice.

Thanks Again

Victor