



The Business Empowerment Range™

Profit Improvement...

How?

Introduction

- **What we are going to cover in this presentation:**

Who we are

Why profit improvement?

The dangers of stagnation

A fresh approach

- **How The Profit Improvement Toolkit™ works**

- **How to proceed**

Who We Are

- **We are a business advisory practice committed to helping clients using empowerment approaches**
- **We are fully trained in the use of The Profit Improvement Toolkit**
- **We are accredited members of the international group of The Association of Accredited Strategic Planners (AASP)**

Why Profit Improvement?

- Surely this is blindingly obvious!

- Profit leads to...

Improved cash flow
Financial independence
The potential to invest
Rewards to you

- And above all , choice

- Patently, profit is worth having!

- More is better than less

- Sustainable long-term profitability must be the goal

The Dangers of Stagnation

- **Most of us in business are easily able to identify the need for improved profitability**
- **The danger is that we might believe that with high levels of commitment there is little else that can be done**
- **The danger is also that we might see profit improvement as merely a potential cost cutting exercise**
- **Here lies the real danger of stagnation, the loss of new ideas and fresh approaches**

A Fresh Approach

- **The best way to improve profitability in your business is to look at things from a new perspective**
- **That is, with a clear and positive approach**
- **With a focused methodology**
- **In a structured manner**

A Fresh Approach

- **The key to profit improvement is to:
'Ask the right questions of the right people to get the right answers'**
- **No one knows as much about your business as you**
- **You are the right people!**
- **The key is to ask the right questions**
- **This is the answer to successful profit improvement**

A Fresh Approach

- **None of us like to be told by others how to run our business**
- **You know that you have a deep knowledge of your business**
- **Therefore, the key must be to:**
 - Ask you the questions**
 - Ask intelligent and insightful questions**
 - Ask these in a structured manner**
 - Break the plan into bite-sized chunks**
 - Offer you choices**
- **That is, empower you to find increased profitability**

How The Profit Improvement Toolkit Works

- **A Profit Improvement Plan session lasts just under a day**
- **Either all the business owners or selected management team members need to attend**
- **Certain information is required in advance**
- **The product is operated in strict order**

How The Toolkit Works

The product consists of 14 modules:

- Profit plan sections
- Overheads
- Cash collection
- Production efficiency
- Buying
- Marketing
- Selling
- Cross-selling
- New customers
- Customer retention
- Premium pricing
- Profit choices
- Action plans
- Review processes

How The Toolkit Works

- **Each module is covered in full**
- **Each module is completed in strict order**
- **This offers you a smorgasbord of choice**
- **From this you choose your actions**
- **You then agree a review process**
- **You receive a full colour Profit Improvement Plan**

How to Proceed

- **You may be totally confident there is nothing more you can do to improve your profitability**
- **Alternatively, you may want to know more. In which case please ask us whatever you want**
- **Or you may simply wish to go ahead and book your session**



The Business Empowerment Range™

The Profit Improvement Toolkit

JFP
STRATEGIC PLANNING

'Do what you can, with what you have, where you are'
Theodore Roosevelt