



4 Unique Strategies to Convert More Leads to Sales (*Even at Higher Prices!*)

Written by

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What You Need to Know – *Before* You Start

This book doesn't contain *any* **THEORY**. Your business will definitely convert more leads into **sales** by applying the strategies given to you here.

For over 27 years I've learned, scientifically tested and refined hundreds and hundreds of strategies to grow businesses.

It all began way back then, when I *invested* in my first marketing course (with the great Jay Abraham), and then Chris Newton – CEO of Results Corp (the 'Grandfather of sales and marketing education in Australia), I was introduced to measuring.

Measuring over \$100 MILLION worth of marketing of all clients and my own businesses has revealed a shocking **FACT** - 90% of strategies used today simply **DO NOT work**.

Virtually no one knows this shocking fact - because less than 5% of businesses accurately **MEASURE** their sales and marketing efforts to see their own facts. And marketing service providers rarely reveal exactly how to measure the results either.

You are about to learn **HOW** to have people who call your business, happily tell you all kinds of wonderful, business-improving information. With those **FACTS** to base your marketing decisions, you will be able to with great **CONFIDENCE**.

Before you start though, it's recommended you **DON'T** read this book like you would a *novel*.

Read one strategy and then apply it, *before* reading the next strategy. Knowing *about* these strategies *won't* improve your business, only applying them will.

You may think some strategies are boring or a waste of time. If you feel that coming on, just [go to this web page](#) for some inspiration.

Remember, there's **ZERO** *theory* in this book. Its ALL 100% proven, **FACTUALLY** verified information that has *already* benefited **THOUSANDS** of businesses for over 20 years, and *will* benefit your business too. 😊

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Strategy 1

The '2 Second' Strategy

Yes, this is a 2 second strategy to implement – no kidding!

It's the simple but SUPER important *phone greeting* you use, which impacts your ability to win sales – and more than you may think.

You *know* this because you've phoned businesses before, and felt like hanging up because the person on the other end sounded bored and disinterested.

The No.1 secret to any strategy's success is the **EXECUTION** – and execution secrets are what you're going to learn in this book.

If a bored, disinterested greeting is the poor end of execution, there has to be a **GREAT** way to answer the phone - and less than 2% of businesses know it or benefit from it.

The 2% that use the BEST greeting are fully aware of the power of the greeting, because it does these very important things...

- Makes the caller feel like they are dealing with a professional company
- Relaxes the caller
- Influences the caller to provide their first name after hearing the greeting

These points are all very important to win *more* sales, even at higher prices than competitors.

It starts by considering the common phone call greeting, used by a lot of businesses...

ABC Co, Mike speaking.

This greeting is so common it's *boring!*

There's something else that is super important to point out here that so few people give any thought to, and that is the word "*speaking*".

When someone phones a business, they want to talk to a person with AUTHORITY (remember that).

They want HELP because *they* aren't the experts.

Anyone who tells someone they are “*speaking*” is not an authority in the callers mind. Isn’t it obvious they are speaking on the phone?

How intelligent does it make a person, to tell them they are *speaking*?

Just because LOADS of businesses do the same thing, doesn’t mean it’s a good idea, in fact to an entrepreneur, doing what the majority of other businesses do is the last thing that interests them.

So if that greeting isn’t great, what is a great way to answer the phone?

Start by paying them a compliment... **“Thank you for calling ABC Co.”**

The words “*thank you*” are a compliment – and isn't that a *good* way to start a relationship?

Next, you add your own name to it – without the word “speaking” – using these words...

“This is *First name*”

So the whole phone greeting looks like this...

“Thank you for calling *Business Name*, this is *first name*”

That’s it. Don’t add another word or words (such as, “how can I help you today”)

Notice it has a ‘*pregnant pause*’ that makes them want to fill in with their own name, which is just what you want.

Just by using this greeting, **your sales can increase up to 10% in just days.**

It has for a lot of businesses and on a \$500,000 revenue business, that’s an extra \$50,000/year in income.

You’ll also find your caller will be more open, more communicative, and happier to answer questions, which is very important and relevant for the next strategy.

IMPORTANT!

Do NOT be *monotone* with the greeting. You must be melodious so your tone of voice varies.

Other businesses over the years have reported doing so, and you may too. That’s a good result for a 2 second strategy. 😊

Strategy 2

Qualify the Caller

Far too many businesses waste HOURS of time every week with people who were *never going to buy from them*.

You may know what this is like...

You spend 30 minutes to multiple hours talking to a person, only to find out at the end of the 'quote' or 'meeting' that you wasted your time, because they were never going to buy from your business.

If you own a service business that provides quotes (i.e. prices in writing), then you probably spend 30 minutes to an hour or more just doing one quote.

If you're like a LOT of clients, you've probably wasted HOURS in a week in these *annoying* situations.

Would you like to *avoid* that?

Let me tell you a story as an example with a company called *Spacebusters*.

This building company thought their business was going well. It had grown to \$2,000,000 in revenue after about 5 years, but had stagnated at that level.

When asked what their conversion rate of lead (phone calls) to sales was, their reply was 'good, we think'.

There were two brothers who owned the business and one was working in sales, or 'quoting', and the other worked more in management, but neither had a clue what their conversion rate was.

Because they weren't *measuring* it.

Too many business owners are too busy to measure conversion rates, and that's unfortunate.

By asking every single business owner attending training events for over two decades, the truth is, of those thousands of businesses less than 2% could honestly say they measure and know for a FACT what their actual conversion rate was.

When it's not measured, there's often an assumption about it, which is usually "I think it's pretty good".

With the *Spacebusters* business owners, they thought theirs was "good" and since they were clients, it was then accurately measured (very easily), simply by counting quotes given and quotes won.

Their business was a building company, selling room extensions to homes. Not sheet metal room extensions but solid, brick wall ones.



Their average sale value was \$45,000 and as a result it usually took 3 to 9 months, or an average of 6 months to win a quote.

With that time frame in mind, they were asked to go back to months 6 to 9 months ago to count quotes given to quotes won so that at least 6 months had gone by to get an accurate lead-to-quote conversion rate.

They were a bit shocked to discover their conversion rates averaged 12%.

Conversion rates are ALWAYS lower than people think, if they aren't measuring the figure all the time.

While they were disappointed with how low the figure was, I was excited!

I said, "if it was 50% we couldn't double it, but at 12% we can."

This is now a very important question for you and your business...

Math-Test Time – This is Super IMPORTANT!

If a business was reliant on winning quotes from cold leads (i.e. few or no previous customers coming back to buy again), the conversion rate of the business was 30% and annual revenue \$1,000,000, what would the new revenue be if the conversion rate was increased to 36%?

Less than 1 in 10 people get the answer right! (And they were allowed to use a calculator)

What answer did you get?

Most people say the answer is a 6% higher revenue, so in other words, the new revenue would be \$1,060,000.

That's not the right answer.

The 6% increase on 30% is not an addition one, it's a multiplication one.

In other words, what increase on 30% is 6% and the answer is 1/5 or **20%**.

If 30% is multiplied by 1.2 that would give 36% as the answer.

Because the conversion rate increases by 20% then so does the revenue. So the new revenue would be \$200,000 higher or \$1,200,000.

Now with *Spacebusters*, hearing the conversion rate was only 12% I immediately saw an enormous potential increase in the figure and also their revenue.

In fact, I warned them they could experience a serious jump in turnover, because an increase from 12% to 18% is a 50% increase in revenue.

On a \$2,000,000 revenue that's another \$1,000,000 in sales, which also means 50% more employees are needed if that figure was obtained.

After the "warning" and discussion about their ability to bring on more employees to handle a rapid, BIG growth, we proceeded to implement the next strategy...

Qualifying the leads or callers.

Questions were asked, and these are the same ones you need to ask yourself about your own business and situation...

What were the reasons you've found a quote was a complete waste of time?

The answers for *Spacebusters* were:

- Their budget
- The type of job they wanted (i.e. the walls of the extension)
- Not ready to go ahead, didn't have the money
- Just 'wondering' what it would cost, not serious about going ahead
- House wasn't suitable for their type of renovation
- Size of the renovation was too big (they didn't want to do huge ones)

That's a whole LOT of reasons!

What You Need to Do to 'Qualify' Leads

Make a LIST of reasons for your own business *now*, because this is super important to do right now to USE this strategy.

In the case of *Spacebusters*, the 'reasons' became the basis of **qualifying** the leads by asking questions around each of these points.

The type of job was the first question asked as it was the most important. This was in regards to what they wanted the walls of the extension to be made out of. If it wasn't brick, the lead was 'deselected' for a quote.

NEVER ask a 'budget' question within the first few questions! It irritates people because it's far too direct and people will LIE to avoid revealing it so quick and then resent having to lie.

The next question was about their house size and intended room extension size. If it was a two-level home, it was 'deselected' as a lead for a quote. If it was a huge extension, it was also deselected.

This process continued until all criteria (or their reasons) had been gone through with the caller.

During or at the end of this process, if the person didn't qualify, then they were (gently) told that they were unable to help them, as their company doesn't provide that type of service.

It created a situation where they referred leads to another builder who did want to do the type of jobs the caller wanted, so they referred the leads and made money from them.

By following this process, *Spacebusters* found that 40% of all their leads just didn't qualify.

That's a HUGE difference in number of quotes that suddenly weren't being booked. 40% less quotes, for two full time sales consultants (or designers as they preferred to be titled) meant two full days spare in their week.

What was interesting was that their number of sales won didn't decrease, and this was pointed out to the owners for a very good reason.

Their designers (salespeople) were on straight commission. Now the designers hadn't qualified the leads, the owners had, but the designers could have massively benefited by this process of qualifying (carried out by an admin lady who answered

the phones), so a conversation was had about their commission percentage being reduced.

The consultants agreed, as they were going to be so much happier dealing with qualified (warm to buy) leads.

Qualifying leads can make a MASSIVE difference to the quality of the person a salesperson talks to, and this increases their confidence.

When you increase a person's confidence in sales, their sales also increase.

With *Spacebusters*, their revenue effectively jumped by 40% as a result of this one strategy. We were able to increase their leads by better EXECUTION of their current advertising (without spending \$1 more on it).

The business jumped in revenue by \$980,000 in just months, which is great when you don't need to increase the hours of another design consultant in their case, increasing net profit as a result too.

Can you see how your business can benefit by applying a similar process?

This is one of DOZENS of examples clients have experienced by using the 'qualifying process'.

You've just been given very basic "execution" training on how to do this. This subject goes *much* deeper than what you've been given here, as in HOURS more training is available on this.

And every hour of education can increase your sales income, but let's move on to the next strategy.

Strategy 3

Creating Trust

Trust is a very valuable commodity. You'd know all about the importance of it if you have employees.

There are some employees that are very *untrustworthy* and some that are very trustworthy. Being able to accurately determine the difference is very beneficial.

It's the same in sales because trust is something that can win you sales, whether you're the most expensive or not.

In a service business, especially one that provides quotes to cold or new leads, trust is an extremely valuable topic to understand and utilise.

Trust is what the majority of customers either want to base their decisions on, or do base their decisions on because *price* isn't everything.

How much did you last spend on a pair of casual shoes?

The reality is, you could have spent \$5 from Vinnies to keep the rocks out of your feet, which is really all you need shoes for. But you didn't, because you saw more VALUE in paying more.

Value is what people base their decisions to purchase on, and also affordability.

Some people don't value paying \$300 for a pair of shoes, but some people do, even though a shoe has the same basic function.

It's exactly the same with service providers.

There are a great many things you can do to INFLUENCE a person's decision to buy from your company. People buy on value, not price and a higher price tends to have a higher perceived value.

Why are new cars sold for differences in price by of over one million dollars?

Because people *trust* what they will receive more value for what they are paying and value means different things to different people.

Those who don't *believe* you can see more by using TRUST, simply have no experience of doing so, not that it can't be done.

So how can you tap into trust to win more sales, irrespective of being more expensive than most or all competitors?

First, you need to understand this formula for trust...

Rapport + Integrity = TRUST

When you relate to someone (i.e. have a rapport with them), you automatically trust them more.

Think of a friend who you trust because you've know them for years.

Rapport is a bit of a misunderstood word as it's NOT the same as likeability; it's actually relatability.

Being seen to be like or similar to the person who is talking to you is what rapport is about.

You can actually build rapport very quickly, in fact it can start to rapidly increase in just 5 minutes – when you've been trained or have the advanced skills to use.

To build rapport it's important to relate to their world.

One example is to be LOCAL to where they are buying and show familiarity to their area or location in some ways.

Keep in mind ideas are okay, but EXECUTION of the ideas can make or break the success of the idea.

Being local to your prospect is important and how you communicate it can come across as corny or interesting, depending on how well you do so. Keep that in mind when you start to practice this skill.

Without spending hours on this subject, here are some examples that can lead to greater rapport and relatability between yourself and prospects...

Using marketing techniques

- Have a quality photo of yourself on your website, smiling (people like looking at other people to try to relate to them)
- Social media profile photos – make sure they are QUALITY photos (looking at the camera, plain background, no variety of colours, excellent lighting)
- Email sent to prospect prior to quoting, with full name and profile image on footer

These are simple, easy to use, and highly recommended.

Can you see how all of these help with relatability and rapport?

These are a few marketing ones, and then you have the sales (verbal aspect) that begin with the phone call.

Phone call techniques for building rapport

- Have a melodious way of answering the phone, so the person answering sound friendly and happy
- Greet people very happily with a tonal variation (that reflects enthusiasm)
- Ask how the prospect's day has been (this gives you an initial feel of how open they are to talking, plus shows you are interested in them as a person)
- Ask people about their area or comment on it and add a question – people love to talk, and will if you keep asking them questions

By using all of the above you will soon see what a difference it can make!

People will just open up to you a LOT more. They will be more talkative and receptive to listening to you and what you say, but it starts by initiating strong interest with loads of questions.

These (and more I could tell you later) all help to build more rapport.

Rapport is actually - *reducing differences at an unconscious level*.

In other words, we're often not even *aware* of liking a person until 10 to 30 minutes after we start to.

Next there are integrity focused techniques to increase trust.

How to increase/demonstrate integrity

Integrity is simply "being your word" – doing what you say you will do.

There is a basic *lack of trust* towards a lot or even the majority of service businesses. Some industries, such as tradesmen who deal with home owners, have a poor reputation for being reliable.

This is something you want to know and tap into as a benefit to your own business.

First of all, you can't fool integrity. You can't pretend to have it in business, and not have it, as that makes prospects and clients HOSTILE!

Integrity is the least valued attribute of business that when strongly valued and focused on creates unique, business growing opportunities.

Here's something very interesting... by asking this question "From your own experience of dealing with SME businesses, would you say the majority or minority operate with integrity?"

The surprising answer EVERY time has been - *the minority have integrity!*

That's sad, and seems to be the truth based on hundreds of conversations.

So how can you have more integrity and demonstrate in your business with clients?

Here's a good list...

- Do exactly what you said you would do, like your life depended on it. If you say you will be at a client's premises at 3pm, but there within 2 minutes of 3pm. Any later than that and "you're late!" in their eyes.
- Be extremely **specific** with your intentions. People hate guesses, especially with money. It also shows a prospect the service business doesn't know what it's doing - in their eyes.
- Don't give 'off the cuff' opinions if they have anything to do with a cost. Clients dislike guesswork when it comes to their own money
- Put LOADS of details into quotes about what's is and isn't included, and don't hide it or make it in fine print etc. Don't be scared or embarrassed about your 'Terms of Trade'
- Don't be scared of giving clients a price verbally. When businesses are **scared** to give a price and delay it until after the meeting and then email it only, it makes prospects feel there's possibly a *hidden agenda*. It's much better to tell people the price, and also have it in writing, but give them the price when you're ready to share it verbally so you can give it to them in writing as well (by email or in writing).
- Deliver on what you said you would (for what they are paying for) and include something extra. It seriously impresses them. You can also include that something extra (and tell them) in the quote – before you win the sale.

These aren't all the integrity techniques, but if you use them all you will probably be surprised at what difference they all make.

When you combine both rapport and integrity techniques, you will definitely increase TRUST and that will win you more sales at higher prices.

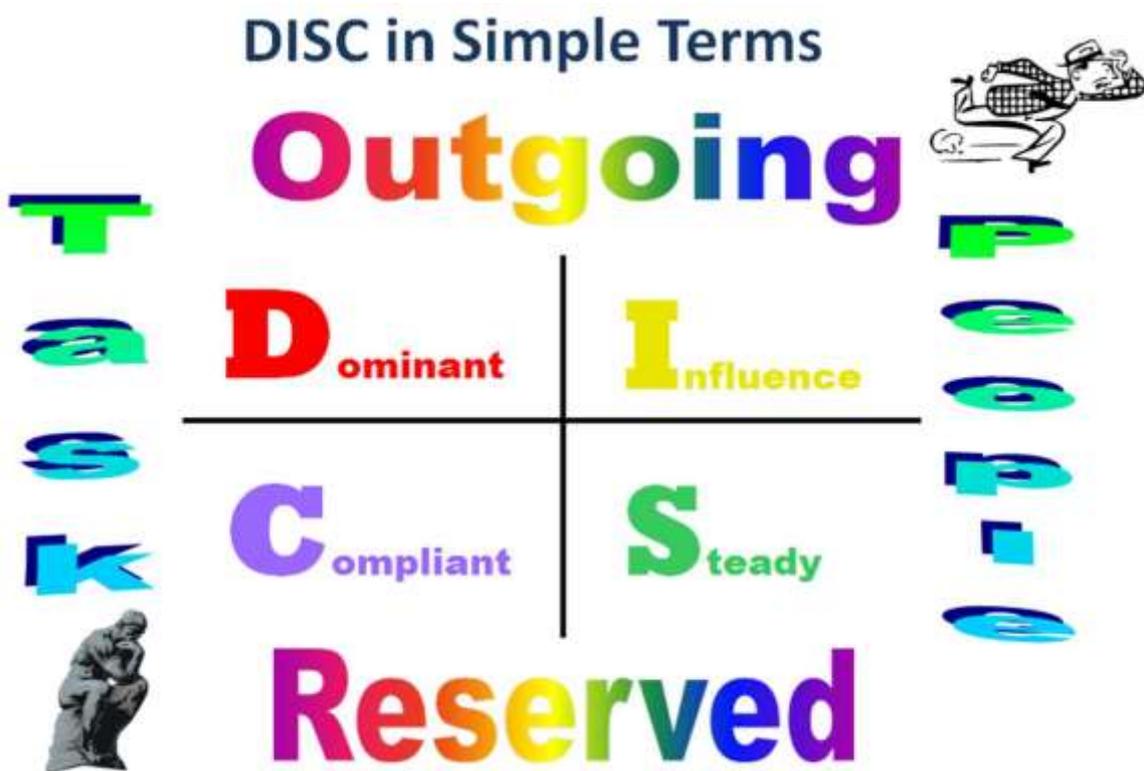
Strategy 4

Rapport Building to Win Sales Effortlessly

The No.1 subject you can learn (for free), study and MASTER to build better, faster and amazing levels of rapport with stone-cold prospects is by understanding a psychometric profiling system called “DISC Profiles”.

It’s incredibly POWERFUL what it can teach you about building rapport with people in just minutes. It’s a very accurate, behaviour describing tool in simple language.

Here’s a visual summary of it...



You can learn about it by watching YouTube videos, or by reading about it on webpages from a Google search. Every person has a ‘DISC Profile’ and it takes only about 20 minutes to find out what yours is.

With good *quality* teaching and practice, you can *accurately* identify 80% of people’s “DISC Profile” or preference of behaviour in seconds to a few minutes (*even on the phone*), and then start to build better rapport with them in a unique way.

Why build better rapport?

Rapport is a lot like friendship. You are comfortable to say what you want with friends because you are open and honest with each other.

The better the rapport you build, the more open and honest the prospect becomes and receptive to what you suggest. Winning sales by earning trust, friendliness and/or relatability is just so much easier, that it's almost effortless!

Imagine no more tension, no more awkwardness, no uncomfortable silences, all that is gone and a thing of the past in selling situations, even when you *tell* people the price.

Rapport is the secret to winning more sales at higher prices and there's no better tool for building rapport than DISC Profiles.

It's fast to learn because it's based on two questions...

1. Are you more outgoing (extroverted) or reserved (introverted)?
2. Are you more task orientated and independent, or people orientated?

With your answer to these two questions, that gives you a general idea as to which of the 4 quadrants you are stronger in, keeping in mind you are a combination of all of the 4 profiles.

Just being ourselves, at home or at work, we tend to fall into one main behaviour.

Unfortunately 3 in 4 people are *annoying* with their natural behaviour as seen with the focus of each of the 4 profiles being on either outgoing/reserved and task/people orientated.

What one person likes in their own behaviour is generally irritating (a little or a lot) to another.

Because people have a *very* different emphasis of their behaviour they don't understand it can be annoying to other people. In fact 3 out of 4 of the other Profiles are irritated by the other 3 (at a level), and obviously this isn't good in selling situations – i.e. phone calls and face to face communication to win the business.

Your own profile is just 1 of the 4, and you can't be *all* of them. You may behave with two of the 4, but you can't generally be more than 2, not at the same time anyway.

In a selling role, DISC Profiles are simple to learn (takes about 45 minutes of reading after the "assessment") but when used the difference can be MASSIVE!

When you learn it properly and effectively, you can then recognise other people's profile quickly. Some are obvious and fast to identify while others take a little while.

Here's a couple more client examples of using DISC Profiles...



"Thanks to Tim's training on DISC Profiles, I have increased the monthly sales of my business from \$30,000/month to \$90,000 in just one month. I'm amazed at how fast and easy it was to supply and the huge growth – without spending anything on advertising..."

B Hunt – Concept Constructions

By using the rapport, integrity and trust focused techniques above (plus some lead generation strategies too), this bathroom renovator's business **grew by over 1,000%** in just 5 months.



This client was ecstatic with the difference the sales and marketing techniques made to their business.

Not just in terms of sales, but also net profit, because they were able to sell at 20% higher prices than when we first met.

A 20% price rise has a **massive** effect on cash in the bank too.

This client was in the super competitive bathroom renovation industry on the Northern Beaches in Sydney.

Both of these businesses benefited greatly by putting time into learning all about DISC Profiles.

You can find out more about DISC Profiles yourself, online on Google or YouTube, however, keep in mind you need a good teacher for it, not just to buy a report or pay for your own profile.

This subject really needs a mentor and Certified DISC Trainer to teach you this effectively to get these sort of results.

There's a LOT of content on DISC Profiles online, however, a lot of it is also confusing, inaccurate and ignores all other valid, established personality assessment tools. It's important to be taught DISC Profiles properly so you enjoy the fantastic benefits in sales situations, recruitment and leadership positions in your business.

Summary of the 4 Strategies

Did you, or will you apply *all* 4 strategies?

These are just 4 strategies of literally HUNDREDS that are available to you to seriously grow your business faster.

Why not aim to DOUBLE your business profits in 6-12 months?

DOUBLE may be beyond your imagination or experience, but it's actually VERY achievable, provided you are "teachable" and definitely want the outcome, so you back your learning with ACTION.

I seriously believe you can with your business. Why? Because I have proven it's possible dozens and dozens of times in my own businesses and clients for 21 years.

If other businesses can, why can't you DOUBLE the net profit of ***your*** business?

All you need to do is...

1. Choose the best 2-8 strategies that are effective for *your specific business*
2. Execute the strategies *expertly*

Which one do you think is the BIG reason why businesses aren't able to grow fast, year after year, let alone DOUBLE business profits in months?

It's No. 2.

For example, answering the phone is a strategy every business uses, but a lot are poorly executed.

Another great example is a website. **90% of them all are very poorly executed** and are *seriously* under-performing, producing about ½ or 1/3 of the leads the website should (without spending \$1 on advertising).

You'd be amazed at how much potential improvement there is in your business, just by working with some of the strategies you are using now and by showing you "execution secrets" only a handful of people fully understand or appreciate.

That's what I'd love to help you with next, but that's harder if I don't know anything about you, your personality (which determines focus and aptitude), or your business. The best idea is if we have a phone chat so I can learn more about you.

I want to identify the BEST strategies for ***your business***, and also share some “execution secrets” with you.

My goal is to have you truly believe that you can DOUBLE your business net profits.

I imagine that *doubling* your business net profit – *without spending more on lead generation* – sounds a bit CRAZY or impossible right?

My clients didn’t believe it was possible either, but it didn’t stop them from achieving it.

You’re welcome to search for [Profit Transformations in Google](#) and see the **social review ratings**.

Accounting firms [recommend my training](#) to their own clients and the general public too, and would not do so if they weren’t 100% happy and comfortable to do so.

Ever seen an accountant recommend anything or *anyone*, like that?

What all that means is, *you’re in safe hands* with someone who just wants you to see your incredible business profit potential, and start to achieve it.

Have you ever felt your business has far more *potential* for growth?
Are you just so busy on the day to day running of, it’s hard to find time to grow it?

Now’s your chance to be *inspired* to grow your business easily, rapidly and smoothly.
Our conversation will definitely inspire you if nothing else.

I *personally* GUARANTEE you’ll get great value from this meeting.

**[Click here to register for a one on one
Breakthrough Profit Discussion meeting](#)**

Results of Everyday Businesses

[Visit this webpage to watch business owners on videos](#) or read more

An engineering/manufacturing company had a \$6.2Million turnover with 4.8% operating profit margin, and it increased to 9.8% in 6 months. The number of employees reduced from 31 down to 25. They also achieved \$1Million in sales income for the month of June 2009 – an increase of \$400,000 on the previous month achieved after a one- day sales training session for eight of their staff.

A three partner **accounting firm** in Ipswich **increased net profit by 55%** - without increasing clients or by using any marketing strategy. They had worked with two other *business coaches* over the last 10 years (with very little financial improvement).

A plastering company increased turnover from \$1.7Million to \$3.2Million in the 7 months. Net profit margin went from 1.6% to 11.5% - i.e. **net profit increased by \$204,800**. The owner used the recruitment system to hire 6 extra team members. The profit margin increase was achieved without any new sales or marketing strategies and purely by measuring, team building and using systems.

A bathroom renovation company increased turnover from \$800,000 with 17% net profit margin to \$1.4Million and 22% net profit margin – i.e. **\$172,000 more net profit**. The next year his business went to \$1.9Million turnover with the same net profit margin.

A **direct sales company** grew from a stagnant \$1.5 Million with an 8% net profit margin, to \$10 Million with a 17% net profit margin, during the course. The business grew to \$36 Million over the next three years operating in three countries, with 11% net profit margin.

A powder coating business grew from \$400,000 turnover with one employee to \$1.8 Million in the next three years, with a general manager running the company. The owner can choose to stay home, go fishing, go on holidays or work part time.

Fibre optic service company - Turnover went up from \$757,000 to \$1,487,000 from the '*performance structure*' content of the course. The net profit increased from \$63,000 to \$330,000 and net margin went from 8% to 22%.

A radiator sales and service business with a turnover of \$2,118,000 with operating profit of \$105,000 and operating profit margin of 5% - increased turnover to \$2,433,000 with operating profit of \$404,000 and operating profit margin of 16.6%. Overall the operating profit increased \$298,000 (nearly 400%), turnover increased \$315,000 and operating profit margin increased by 300% from 5% to 17%.

An electrical contracting business freed up the time of the owner so he was able to take three months off during the year without any worries. The business grew by \$520,000 in the financial year, and increased the net profit margin from 15% to 25%. The business owner now only works 4 days a week and took a 3-month holiday without any stress and has more holidays planned.

A plumbing company grew from \$750,000 to \$996,000 in the financial year, while the net profit (and cash in the bank) increased by \$120,000 in one quarter. The net profit margin increased by 18% - without spending more on lead generation.

A software development company for the major telcos increased the business' net profit margin from 1% to 16.5%, without spending money on marketing or growth.

A hydraulic service company in Townsville averaged a **20.8% Net Profit Margin** for each month from July to October of the financial year from the course, which was an improvement on their monthly average when the Net Profit Margin was 0%.

Could *your* business be achieving great results like these in just 6-12 months too?

It's *definitely* possible, because *all* of these results were achieved in that time frame. But that can't start until we talk, so let's make it happen TODAY – just click this link...

[Click here to register for a one on one
Breakthrough Profit Discussion meeting](#)

You've got nothing to lose, no cost to pay, and no risk. The upside is, you could **feel inspired, confident and clear** on how to take action, to fast track your business success.

Doesn't it just seem wise to book in and talk to an expert about growing your business, with examples of what to do and why?

Do yourself a favour and put an end to the 'guesswork' and to slow or stagnant growth. Start to live a dream lifestyle like so many of our clients do, *with no more worries*.