

## Results from Our Business Mentoring & Courses

**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 one financial year, while the net profit (and cash in the bank) increased by \$120,000 in the first quarter during the course. The net profit margin increased by 18% - without spending more on lead generation.

**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 3 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 security sales and service business** had revenue of \$750,000 with a -5% net profit and was struggling with cash flow. By applying the measuring tools, with the same number of staff the business turned around with a **10% net profit** during the course and was reaching 15% in the final two months.

**A truck paint spraying business** – increased **net profit margin from -4% to 10%** and reduced number of staff by 4 while maintaining turnover.

**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 systems.

**A near bankrupt builder** increased turnover from \$1.3Million to \$2.4Million, net profit margin went from -24% to 11% in 7 months, plus reduced hours from 80-90 down to 50-60. Then 3 months later at the end of the 2010 financial year the **turnover had increased to \$2.8Million** and the net profit margin from January to June was 20%.

**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 up from \$63,000 to \$330,000 and net margin went from 8% to 22% - without using marketing.

**Electrical Traffic Control** – in 2011 financial year doubled sales and increased net profit margins from 21% to 32%. Some growth was expected as consistent with previous annual growth but definitely a lot attributable to your course! Turnover 2010: \$2.9M with Net Margin of 21%, 2011: \$4.2M with 21% and thanks to the Course in 2012: \$7.3M with 32% Net Margin. Net Profit increased from \$875,000 to \$2.5Million from 2011 to 2012.



**A franchisee in a car accessories retail shop** increased **net profit margin from 9% to 17%** with two less staff - without spending more on marketing. The improvements came about through team building, measuring, systems and some sales strategies.

**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.

**An Optometrist** turning over \$1M increased Net Margin from 16% to 25%

**A mortgage broker** with 4 staff increased Net Margin from 9.6% to 18.6%, without employing more people or by using any advertising strategies. The team's productivity and tracking gross margins on all work was the reason for the dramatic increase.

Penrith **accounting firm** increased Net Margin from 12% to 23% and made more profit in 6 months than the previous full year, using team building, systems and measuring strategies and the '*performance structure*'.

A \$1.4Million turnover **glassier** increased Net Profit Margin from 8.8% to 12.0% in six months and in the next two years increased the business to \$1.8Million with a 16% Net Profit Margin. The owners were able to go to USA for a much deserved two month holiday.

**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 drop in to work for a while.

**A radiator sales and service** business started with a turnover per year of \$2,118,343 with operating profit of \$105,789 and operating profit margin of 5% increased turnover to \$2,433,349 with operating profit of \$404,221 and operating profit margin of 16.6%. Overall the operating profit increased \$298,432 (nearly 400%), turnover increased \$315,000 and operating profit margin increased by 300% from 5% to 17%.

**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 Townsville averaged a **20.8% Net Profit Margin** for each month from July to Oct of the financial year from the course, which was an improvement on their monthly average Net Profit Margin for the last financial year of **0%**.

**Retail music shop owner:** applied the team meetings and measuring and found he no longer needed to work in his business *at all* 13 months after starting the course. His team were empowered and asked him to not come in anymore, so he didn't, and with all of his time free he started a new, second business.

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