

# GROWTH SERIES



## PROFIT ACCELERATION

How Small Incremental Changes Can Have a BIG Impact On Your Bottom Line

# WELCOME





Mark Hamill  
CEO  
ARCET Global



**ARCET GLOBAL**



# THIS EVENT IS ABOUT YOU!



Month	Date	Topic
May	14th	Profit Acceleration
June	12th	How to start up fast and succeed
July	17th	Practical Use Cases of AI for Sales and Marketing
August	22nd	Sales models to drive growth
September	4th	Driving growth through digital marketing
October	2nd	Driving growth through social media marketing
October	30th	Starting and scaling and ecommerce business
November	20th	How to raise funds to accelerate the growth of your business





# AGENDA

- 9:30** Welcome and Networking
- 10:00** Introduction, Mark Hamill, CEO of ARCET Global
- 10:05** Welcome Note, Ian Hunt, Chief Customer Experience, RAKEZ
- 10:10** Profit Acceleration: How Small Incremental Changes Can Have a BIG Impact On Your Bottom Line, Mike Hoff
- 10:45** Q&A
- 11:00** End of Programme





Ian Hunt  
Chief Experience Officer  
RAKEZ



# GROWTH SERIES



## PROFIT ACCELERATION

How Small Incremental Changes Can Have a BIG Impact On Your Bottom Line

# TODAYS SPEAKER



Mike Hoff  
Profit Acceleration  
Specialist





**Profit Acceleration**

# WORKSHOP

Strategic Profit Acceleration Secrets



**THE SECRET FORMULA I USE TO  
FIND INSTANT AND IMMEDIATE  
CASHFLOW FOR MY BUSINESS  
OWNER CLIENTS!!!**

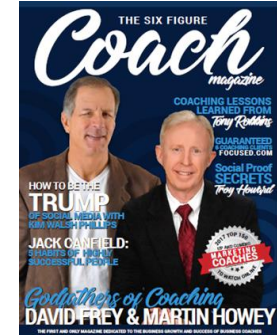
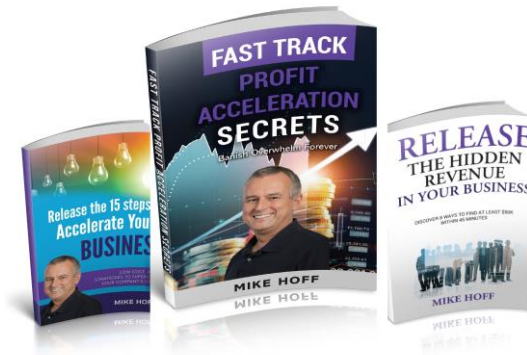
**Mike Hoff**

**Profit Acceleration Specialist**

# Who Am I?

## Mike Hoff

- 30 Years Corporate career
- Founded MHC Consulting in 2012
- Profit Acceleration Specialist/ Mentor, Author
- Associate Contributor - The Six Figure Coach Magazine
- Winner 2023 MEA Business Awards:
- **“Best SME Profit Acceleration Company – UAE”**



## MHC Business Coaching

Our Mission is to give the business owners back their freedom and allow them to grow their team and business in a sustainable, manageable and more enjoyable way

## OUR GOALS FOR TODAY



### **Demonstrate**

the AWESOME power  
of **Profit Acceleration**



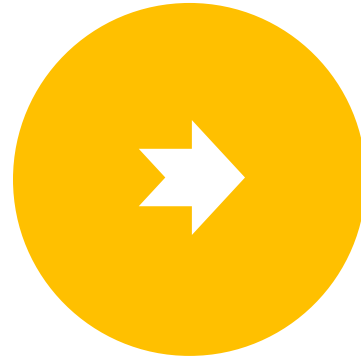
### **Move**

your focus from  
revenue to **PROFIT**



### **How**

to uncover **TONS** of hidden  
**profit** hiding in  
your business



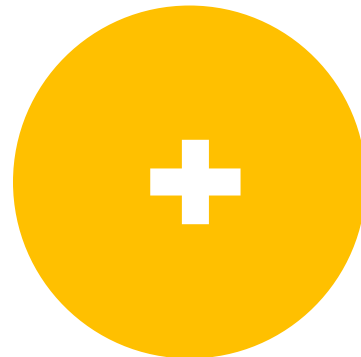
## Show

you how you can generate the **EXACT** same amount of profit as a million dollar business...



## With

just **25%** of that revenue



## Show

you how you can **DOUBLE** your current profit in less than 5 minutes

**OUR GOALS FOR TODAY**



This demonstrates the AWESOME power of **Compounding**



**X 2**

APRIL 2024

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22	23	24	25	26	27
28	29	30				

**= \$ 5,368,709.12**

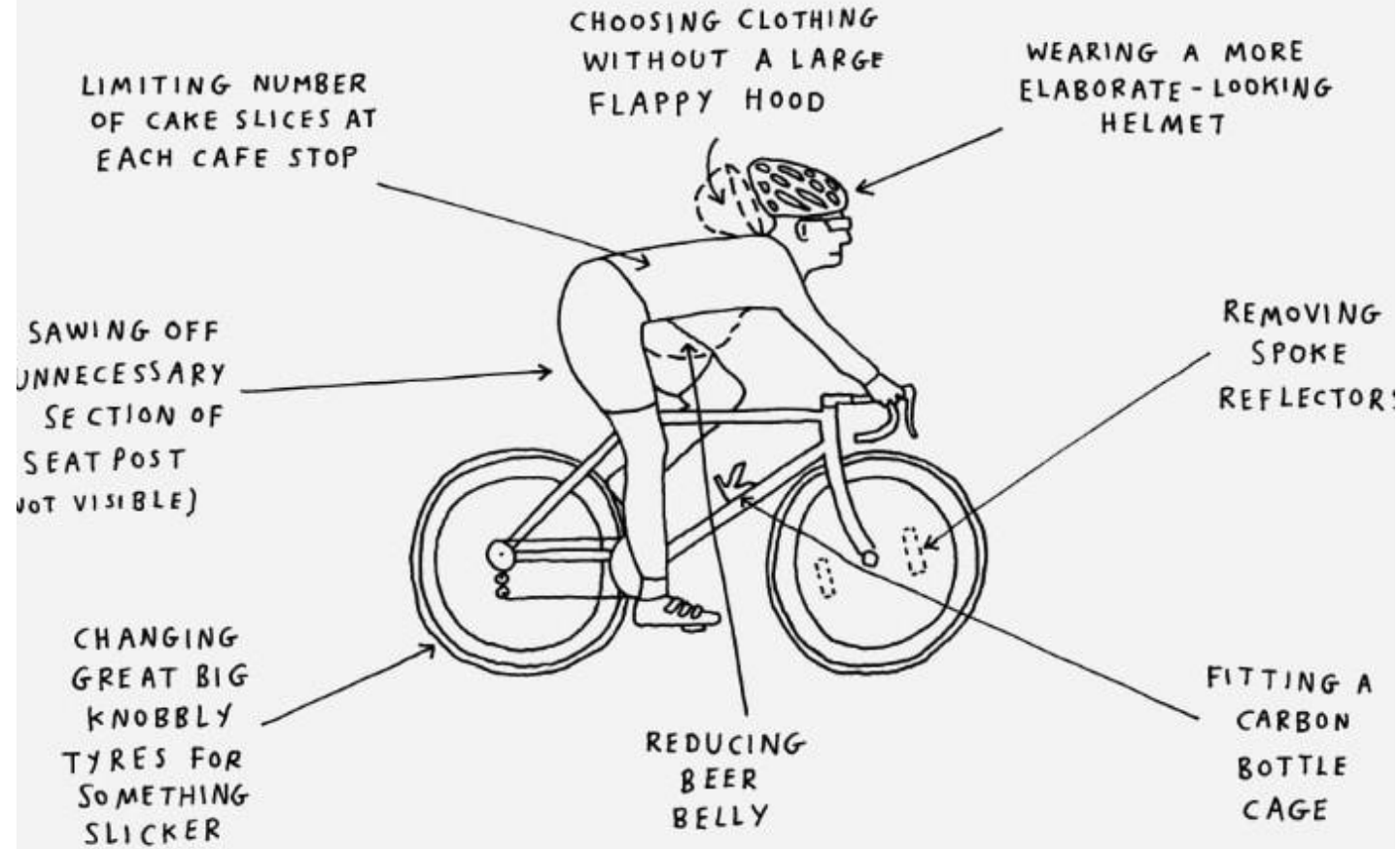
This simply means that **SMALL INCREMENTAL** improvements can result in **MASSIVE** increases in revenue and profits





# MARGINAL GAINS

HOW THE PROFESSIONALS MAKE SMALL CHANGES TO IMPROVE THEIR PERFORMANCE





I can use it to quickly  
To help you understand this  
demonstrate the unbelievable  
fundamental concept, we  
power of compounding...  
created a proprietary Profit  
Acceleration Simulator™ as  
Profit Acceleration

1	Cut Costs
2	Market Dominating Position
3	Compelling Offer
4	Increase Prices
5	Upsell & Cross-sell
6	Bundling
7	Downsell
8	Additional Products & Services
9	Drip Campaign
10	Alliances & Joint Ventures
11	More Leads
12	Digital Marketing
<b>TOTAL PROFIT IMPACT</b>	

Insert Annual Revenue

1000000

Gross Profit Margin (%)

50

Net Profit Margin (%)

10

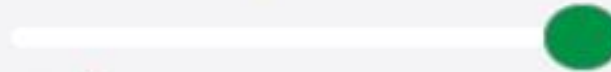
Select Currency

US dollar ...

**If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.**

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



10

Insert Annual Revenue?

1000000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

10

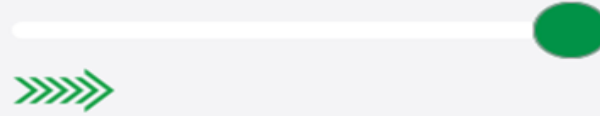
Select Currency

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



10

	Item	% Impact	Amount
1	Cut Costs	0	\$ 0
2	Market Dominating Position	10	\$ 50,000
3	Compelling Offer	10	\$ 55,000
4	Increase Prices	0	\$ 0
5	Upsell & Cross-sell	10	\$ 60,500
6	Bundling	10	\$ 66,550
7	Downsell	10	\$ 73,205
8	Additional Products & Services	10	\$ 80,526
9	Drip Campaign	10	\$ 88,578
10	Alliances & Joint Ventures	10	\$ 97,436
11	More Leads	10	\$ 107,179
12	Digital Marketing	10	\$ 117,897
	<b>TOTAL PROFIT IMPACT</b>		<b>\$ 796,871 / 796% +</b>

TOTAL PROFIT IMPACT

\$ 796,871 / 796% +

**Current Revenue** \$ 1,000,000

**Expected Increase in Revenue** \$ 1,593,742

**New Annual Gross Revenue** \$ 2,593,742

**Current Profit** \$ 100,000

**New Annual Profit** \$ 896,871

**5-Year Profit Impact** \$ 3,984,355

The image features a central yellow rounded rectangle with the text 'LEAD GENERATION' in bold black font. This rectangle is set against a light gray horizontal band. The background is white with decorative gray and blue curved lines in the corners.

# **LEAD GENERATION**

Insert Annual Revenue?

Gross Profit Margin (%)?

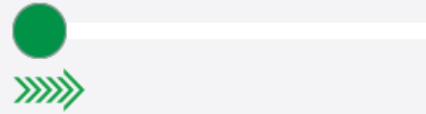
Net Profit Margin (%)?

Select Currency

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



	Item	% Impact	Amount
1	Cut Costs	<input type="text" value="0"/>	\$0
2	Market Dominating Position	<input type="text" value="0"/>	\$0
3	Compelling Offer	<input type="text" value="0"/>	\$0
4	Increase Prices	<input type="text" value="0"/>	\$0
5	Upsell & Cross-sell	<input type="text" value="0"/>	\$0
6	Bundling	<input type="text" value="0"/>	\$0
7	Downsell	<input type="text" value="0"/>	\$0
8	Additional Products & Services	<input type="text" value="0"/>	\$0
9	Drip Campaign	<input type="text" value="0"/>	\$0
10	Alliances & Joint Ventures	<input type="text" value="0"/>	\$0
11	More Leads	<input type="text" value="0"/>	\$0
12	Digital Marketing	<input type="text" value="0"/>	\$0
	<b>TOTAL PROFIT IMPACT</b>		<b>\$0 / 0% +</b>



Every business wants **more leads**

In order to do this effectively,  
you must know and understand  
proper marketing fundamentals

And if you want to **DOMINATE**  
your competition, you will create  
a **market dominating position**  
and incorporate a **compelling offer**

# The Key

to successful marketing



## **Be able**

to enter the conversation taking place in the head of your prospects



## **Be able**

to address the number one question on your prospect's mind at just the right time



## **The conversation**

that's taking place in EVERY prospect's mind revolves around two major points...



**There's a problem they have that they don't want.**

**There's a result they want but don't have.**

## The Conversion Equation

Interrupt, Engage, Educate, and Offer.

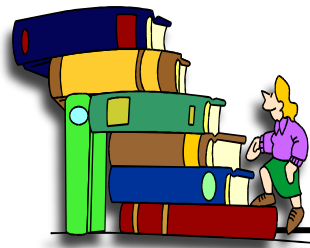
The **Interrupt** is your headline.

The **Engage** is your sub headline.

The **Educate** is the information you provide either verbally or in writing that presents evidence to your prospects that you and your product or service are superior in every way to your competition.

The **Offer** MUST be so compelling and so irresistible your prospects can't turn it down.

# The Buyers Journey



**Information**



Future Buyers

Soon-To-Buy Buyers!

Now Buyers  
< 1%

**Benefits of  
Ownership**

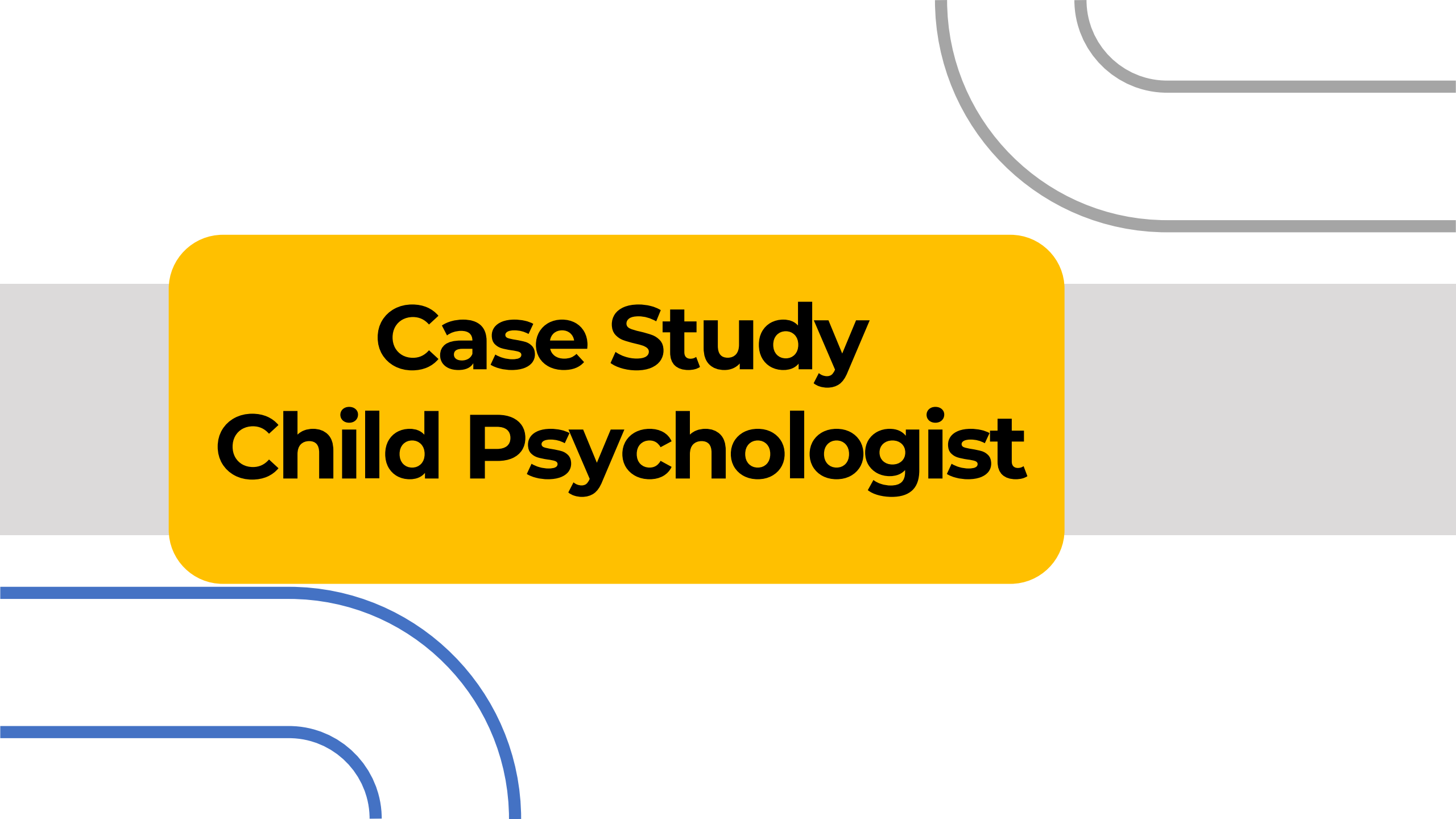
Why SHOULD  
I buy?

**Objections to  
Ownership**

WHY SHOULDN'T  
I buy?

**Vendor  
Selection**

WHO should  
I buy from?



**Case Study**  
**Child Psychologist**



RemarkableParenting.com

HOME PARENTING PROBLEMS PARENTING SOLUTIONS ONLINE STORE PARENT COACHING BLOG NEWSLETTER

## Parenting Advice & Resources from Dr. John Smith



Greeting Parents!  
I want to welcome you to Remarkable Parenting!  
You will find tons of great information here,  
with hundreds of pages of articles.

**Specializing In**

- Emotionally Disturbed Children
- Behavioral Problems
- Teen Pregnancy
- Handling Peer Pressure
- Bullying
- Self Esteem Issues
- Substance Abuse
- Depression
- Teenage Rebellion

**FREE CONSULTATION**

Call now to schedule a complimentary 30 minute session with Dr. Smith

**(555) 234-1212**



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30 minute session  
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**(555) 234-1212**

The image shows a screenshot of the RemarkableParenting.com website. At the top left is the logo with three stylized figures (two orange, one blue) and the text "RemarkableParenting.com". A navigation bar contains "HOME", "PARENTING PROBLEMS", "PARENTING", "G", and "NEWSLETTER". The main heading is "Parenting Advice &". Below this is a video player showing a man (Dr. John Smith) sitting at a desk with a lamp. Below the video is a text box: "Greeting Parents! I want to welcome you to Remarkable Parenting! You will find tons of great information here, with hundreds of pages of articles." To the right of the video is a red-bordered box containing a list of topics: "Specializing In Emotionally Disturbed Children, Behavioral Problems, Teen Pregnancy, Handling Peer Pressure, Bullying, Self Esteem Issues, Substance Abuse, Depression, Teenage Rebellion". To the right of this box is a promotional offer: "John Smith FREE CONSULTATION Call now to schedule a complimentary 15 minute session with Dr. Smith 5) 234-1212".

RemarkableParenting.com

HOME PARENTING PROBLEMS PARENTING G NEWSLETTER

Parenting Advice &

John Smith

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Specializing In

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ONLINE STORE PARENT COACHING BLOG NEWSLETTER

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## Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?

*Now you can discover the secrets to controlling your child and  
instantly restore peace and quiet in your home*



As a parent, are you struggling to gain control of your child's attitude and emotions?

Is your child yelling and screaming at you, while often displaying a belligerent and sometimes threatening tone that no matter what you do or try... you just can't seem to get under control?

My name is Dr. John Smith, and I help parents like you every day learn the techniques that will solve these frustrating and destructive behavioral patterns once and for all.

In fact, let me prove it to you. Enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.

**“Learn the Secrets To  
Gaining & Maintaining  
Complete Control  
Of Your Child In Less Than  
60 Seconds.”**

Enter Your First Name:

Enter Your Email Address:

Sign Up Now



# Are You Sick And Tired Of The Yelling, Screaming & Belligerent Attitude Of Your Child?

*instantly restore peace and quiet in your home*



00:00:00 Video - Parenting Intro

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In fact, let me prove it to you. Enter your first name and email in the box to the right, and I'll send you a series of 60 second techniques that will immediately restore peace and quiet in your home.



# More leads

OPTIONS FOR INCREASING NET PROFIT



## **As a parent**

are you struggling to gain control of your child's attitude and emotions?



## **Is your child**

yelling and screaming at you, while often displaying a belligerent and sometimes threatening tone that no matter what you do or try... you just can't seem to get under control?



# More leads

OPTIONS FOR INCREASING NET PROFIT



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More leads



## Parenting Advice & Resources from



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Enter Your First Name:

Enter Your Email Address:

Sign Up Now



Old Site...

This site generated  
**\$17,666 annual profit**

**(all 9 areas)**

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New Site...

This site generated  
**\$364,800 annual profit**

**Profit Impact = 2,065%**

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Sign Up Now



# WOULD YOU LIKE TO HAVE SIMILAR RESULTS FOR YOUR BUSINESS?

## HERE ARE THE STEPS TO TAKE!

Insert Annual Revenue  Gross Profit Margin (%)  Net Profit Margin (%)  Select Currency

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.  
If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%

Item	% Impact	Amount
1 Cut Costs	<input type="text" value="0"/>	\$0
2 <b>Market Dominating Position</b>	<input type="text" value="0"/>	\$0
3 <b>Compelling Offer</b>	<input type="text" value="0"/>	\$0
4 Increase Prices	<input type="text" value="0"/>	\$0
5 Upsell & Cross-sell	<input type="text" value="0"/>	\$0
6 Bundling	<input type="text" value="0"/>	\$0
7 Downsell	<input type="text" value="0"/>	\$0
8 Additional Products & Services	<input type="text" value="0"/>	\$0
9 Drip Campaign	<input type="text" value="0"/>	\$0
10 Alliances & Joint Ventures	<input type="text" value="0"/>	\$0
11 <b>More Leads</b>	<input type="text" value="0"/>	\$0
12 Digital marketing	<input type="text" value="0"/>	\$0
<b>TOTAL PROFIT IMPACT</b>		<b>\$0 / 0% +</b>

Create a **market dominating position**

Develop a **compelling offer**

Design your marketing messages around the **Conversion Equation**

Send your prospects to a **'squeeze' page...**  
**NOT** your website

Watch the **LEADS** flow in!!!

Be sure to **follow-up** with all prospects – preferably within an hour

Your competition knows **NOTHING** about this

This is how you create a **competition-crushing lead generation program**

## Let's Recap Our Results



Our child psychologist  
**increased net profit by  
2,065%**

Insert Annual Revenue?

Gross Profit Margin (%)?

Net Profit Margin (%)?

Select Currency

1000000

50

10

US dollar ...

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Choose your impact between 1% and 10%



0

# COMPOUNDING

Let me show you how you can easily generate the EXACT same amount of profit as a million dollar business...

with just 25% of that revenue!

Item	% Impact	Amount
1 Cut Costs	0	\$ 0
2 Market Dominating Position	0	\$ 0
3 Compelling Offer	0	\$ 0
4 Increase Prices	0	\$ 0
5 Upsell & Cross-sell	0	\$ 0
6 Bundling	0	\$ 0
7 Downsell	0	\$ 0
8 Additional Products & Services	0	\$ 0
9 Drip Campaign	0	\$ 0
10 Alliances & Joint Ventures	0	\$ 0
11 More Leads	0	\$ 0
12 Digital Marketing	0	\$ 0
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 0 / 0% +</b>

Current Revenue	\$ 1,000,000	Current Profit	\$ 100,000
Expected Increase in Revenue	\$ 0	New Annual Profit	\$ 100,000
New Annual Gross Revenue	\$ 1,000,000	5-Year Profit Impact	\$ 0

Insert Annual Revenue?

250000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

10

Select Currency

US dollar ...

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Choose your impact between 1% and 10%



0

# COMPOUNDING

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with just 25% of that revenue!

Item	% Impact	Amount
1 Cut Costs	0	\$ 0
2 Market Dominating Position	0	\$ 0
3 Compelling Offer	0	\$ 0
4 Increase Prices	0	\$ 0
5 Upsell & Cross-sell	0	\$ 0
6 Bundling	0	\$ 0
7 Downsell	0	\$ 0
8 Additional Products & Services	0	\$ 0
9 Drip Campaign	0	\$ 0
10 Alliances & Joint Ventures	0	\$ 0
11 More Leads	0	\$ 0
12 Digital Marketing	0	\$ 0
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 0 / 0% +</b>

Current Revenue	\$ 250,000
Expected Increase in Revenue	\$ 0
New Annual Gross Revenue	\$ 250,000

Current Profit	\$ 25,000
New Annual Profit	\$ 25,000
5-Year Profit Impact	\$ 0

Insert Annual Revenue?

250000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

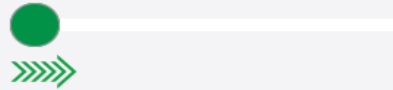
10

Select Currency

US dollar ...

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If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



0

# COMPOUNDING

Somehow, I have to generate an additional \$75,000 in profit to get back to \$100,000

Item	% Impact	Amount
1 Cut Costs	0	\$ 0
2 Market Dominating Position	0	\$ 0
3 Compelling Offer	0	\$ 0
4 Increase Prices	0	\$ 0
5 Upsell & Cross-sell	0	\$ 0
6 Bundling	0	\$ 0
7 Downsell	0	\$ 0
8 Additional Products & Services	0	\$ 0
9 Drip Campaign	0	\$ 0
10 Alliances & Joint Ventures	0	\$ 0
11 More Leads	0	\$ 0
12 Digital Marketing	0	\$ 0
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 0 / 0% +</b>

Current Revenue \$ 250,000  
 Expected Increase in Revenue \$ 0  
 New Annual Gross Revenue \$ 250,000

Current Profit \$ 25,000  
 New Annual Profit \$ 25,000  
 5-Year Profit Impact \$ 0

## OPTIONS FOR INCREASING NET PROFIT

Insert Annual Revenue?

250000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

10

Select Currency

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



3.72

# COMPOUNDING

Item	% Impact	Amount
1 Cut Costs	3.72	\$ 8,370
2 Market Dominating Position	3.72	\$ 4,650
3 Compelling Offer	3.72	\$ 4,823
4 Increase Prices	3.72	\$ 10,005
5 Upsell & Cross-sell	3.72	\$ 5,188
6 Bundling	3.72	\$ 5,381
7 Downsell	3.72	\$ 5,582
8 Additional Products & Services	3.72	\$ 5,789
9 Drip Campaign	3.72	\$ 6,005
10 Alliances & Joint Ventures	3.72	\$ 6,228
11 More Leads	3.72	\$ 6,460
12 Digital Marketing	3.72	\$ 6,700
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 75,181 / 300% +</b>

Current Revenue	\$ 250,000
Expected Increase in Revenue	\$ 123,618
New Annual Gross Revenue	\$ 373,618

Current Profit	\$ 25,000
New Annual Profit	\$ 100,181
5-Year Profit Impact	\$ 375,905

All it takes is a measly **3.72%** profit impact in our 12 areas to generate the **exact same profit** as a \$1M revenue business with just **25%** of that revenue!

1 / 300% +

---

<b>Current Profit</b>	\$ 25,000
<b>New Annual Profit</b>	\$ 100,181
<b>5-Year Profit Impact</b>	\$ 375,905

---

# COMPOUNDING

Insert Annual Revenue?

1000000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

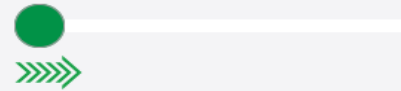
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Select Currency

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.  
If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



0

	Item	% Impact	Amount
1	Cut Costs	0	\$ 0
2	Market Dominating Position	0	\$ 0
3	Compelling Offer	0	\$ 0
4	Increase Prices	0	\$ 0
5	Upsell & Cross-sell	0	\$ 0
6	Bundling	0	\$ 0
7	Downsell	0	\$ 0
8	Additional Products & Services	0	\$ 0
9	Drip Campaign	0	\$ 0
10	Alliances & Joint Ventures	0	\$ 0
11	More Leads	0	\$ 0
12	Digital Marketing	0	\$ 0
	<b>TOTAL PROFIT IMPACT</b>		<b>\$ 0 / 0% +</b>

Current Revenue \$ 1,000,000  
Expected Increase in Revenue \$ 0  
New Annual Gross Revenue \$ 1,000,000

Current Profit \$ 100,000  
New Annual Profit \$ 100,000  
5-Year Profit Impact \$ 0

How would YOU like to **double your current profit?**

Do it in **LESS than 60 minutes!**

And **WITHOUT** spending any money!

Insert Annual Revenue?

Gross Profit Margin (%)?

Net Profit Margin (%)?

Select Currency

1000000

50

10

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



0

# COMPOUNDING

A mere **5% cost cut**

Combined with a **5.5% price increase**

Will **DOUBLE the profit** of ANY business with a net profit margin of 10%... regardless of revenue or gross profit margin

Can easily be accomplished in **LESS than 60 minutes!**

Item	% Impact	Amount
1 Cut Costs	5	\$ 45,000
2 Market Dominating Position	0	\$ 0
3 Compelling Offer	0	\$ 0
4 Increase Prices	5.5	\$ 55,000
5 Upsell & Cross-sell	0	\$ 0
6 Bundling	0	\$ 0
7 Downsell	0	\$ 0
8 Additional Products & Services	0	\$ 0
9 Drip Campaign	0	\$ 0
10 Alliances & Joint Ventures	0	\$ 0
11 More Leads	0	\$ 0
12 Digital Marketing	0	\$ 0
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 100,000 / 100% +</b>

Current Revenue	\$ 1,000,000
Expected Increase in Revenue	\$ 55,000
New Annual Gross Revenue	\$ 1,055,000

Current Profit	\$ 100,000
New Annual Profit	\$ 200,000
5-Year Profit Impact	\$ 500,000

Insert Annual Revenue?

Gross Profit Margin (%)?

Net Profit Margin (%)?

Select Currency

1000000

50

10

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.

If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



0

# COMPOUNDING

## QUESTION?

If we spent ONE WEEK on each of these 12 areas... what **profit impact percentage** would you estimate we could generate

Let's remain conservative and stay at just **5%**

Item	% Impact	Amount
1 Cut Costs	5	\$ 45,000
2 Market Dominating Position	0	\$ 0
3 Compelling Offer	0	\$ 0
4 Increase Prices	5.5	\$ 55,000
5 Upsell & Cross-sell	0	\$ 0
6 Bundling	0	\$ 0
7 Downsell	0	\$ 0
8 Additional Products & Services	0	\$ 0
9 Drip Campaign	0	\$ 0
10 Alliances & Joint Ventures	0	\$ 0
11 More Leads	0	\$ 0
12 Digital Marketing	0	\$ 0
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 100,000 / 100% +</b>

Current Revenue	\$ 1,000,000	Current Profit	\$ 100,000
Expected Increase in Revenue	\$ 55,000	New Annual Profit	\$ 200,000
New Annual Gross Revenue	\$ 1,055,000	5-Year Profit Impact	\$ 500,000

Insert Annual Revenue

1000000

Gross Profit Margin (%)

50

Net Profit Margin (%)

10

Select Currency

US dollar ...

If you want to double your profits, you may only need a 1.4% increase in each of the 12 areas.  
If you don't know your margins, use 50% for gross margin and 10% for net margin.

Choose your impact between 1% and 10%



5

Item	% Impact	Amount
1 Cut Costs	5	\$ 45,000
2 Market Dominating Position	5	\$ 25,000
3 Compelling Offer	5	\$ 26,250
4 Increase Prices	5	\$ 55,125
5 Upsell & Cross-sell	5	\$ 28,941
6 Bundling	5	\$ 30,388
7 Downsell	5	\$ 31,907
8 Additional Products & Services	5	\$ 33,502
9 Drip Campaign	5	\$ 35,178
10 Alliances & Joint Ventures	5	\$ 36,936
11 More Leads	5	\$ 38,783
12 Digital Marketing	5	\$ 40,722
<b>TOTAL PROFIT IMPACT</b>		<b>\$ 427,732 / 427% +</b>

Current Revenue	\$ 1,000,000
Expected Increase in Revenue	\$ 710,339
New Annual Gross Revenue	\$ 1,710,339

Current Profit	\$ 100,000
New Annual Profit	\$ 527,732
5-Year Profit Impact	\$ 2,138,660

# COMPOUNDING

If all we achieved was a mere 5% profit impact... that would **SKYROCKET our profits by 427%**

Our overall profits would increase from \$100,000 to \$527,732 in just 12 weeks!

In reality, I believe we would see profit impacts of **10% - 15%**

**How would YOU like to see  
similar profit gains in YOUR business?**

**Here's how you can make that  
happen!**

# Using our Profit Acceleration Software™ Simulator





# PROFIT ACCELERATION SIMULATOR™

**What if your business numbers told a different story?  
A story of compounding growth and accelerated profits?**

Use our Profit Acceleration Simulator™ to discover the true impact of a conservative estimate of Profit Acceleration initiatives on your business.

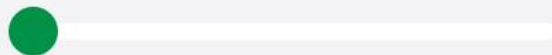
*While we strive to keep our numbers conservative, believable, and achievable, this simulation is just a prediction of your actual business performance and future. Business comes with an undetermined and significant amount of risk that will negatively impact the actual results that you will make. The results you actually achieve may be vastly different.*

Insert Annual Revenue  Gross Profit Margin (%)  Net Profit Margin (%)  Select Currency

Success is achieved through small, incremental changes in multiple areas of your business. Think of this simulator as creating compound interest for your company.

Choose your impact between 1% and 10%. >>

Choose your % impact



0



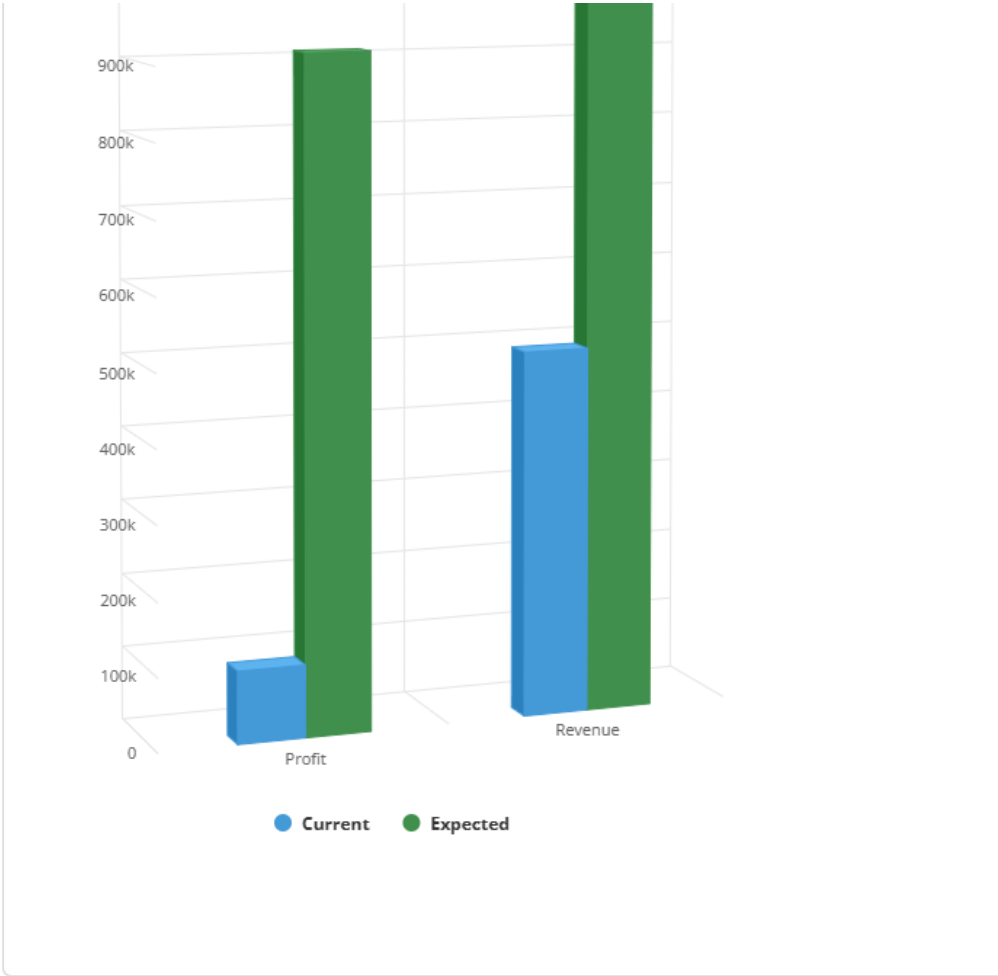
	Item	% Impact	Amount
1	Cut Costs	3.72	\$ 14,880
2	Market Dominating Position	3.72	\$ 9,300
3	Compelling Offer	3.72	\$ 9,646
4	Increase Prices	3.72	\$ 20,010
5	Upsell & Cross-sell	3.72	\$ 10,377
6	Bundling	3.72	\$ 10,763
7	Downsell	3.72	\$ 11,163
8	Additional Products & Services	3.72	\$ 11,579
9	Drip Campaign	3.72	\$ 12,009
10	Alliances & Joint Ventures	3.72	\$ 12,456
11	More Leads	3.72	\$ 12,919
12	Digital Marketing	3.72	\$ 13,400
<b>TOTAL PROFIT IMPACT</b>			<b>\$ 148,502 / 148% +</b>



<b>Current Revenue</b>	\$ 500,000	<b>Current Profit</b>	\$ 100,000
<b>Expected Increase in Revenue</b>	\$ 247,236	<b>New Annual Profit</b>	\$ 248,502
<b>New Annual Gross Revenue</b>	\$ 747,236	<b>5-Year Profit Impact</b>	\$ 742,510

DEEP DIVE YOUR PROFITS FURTHER >

26	Direct Mail	\$ 22,345
27	Advertising	\$ 23,176
28	Scripts	\$ 24,039
29	Initial Close Rate	\$ 24,933
30	Follow Up Close Rate	\$ 25,860
31	Sales Team	\$ 26,822
32	More Appointments	\$ 27,820
33	Increase Frequency of Purchase	\$ 28,855
34	Increase Longevity of Buying Relationship	\$ 29,928
35	Sales Training	\$ 31,042
36	More Profitable Trade Shows	\$ 32,196
37	Dealing with Decision Makers	\$ 33,394
38	Attracting Dream Clients	\$ 34,636
39	Order Fullfillment	\$ 35,925
40	Overcoming Buyer's Remorse	\$ 37,261
<b>TOTAL PROFIT IMPACT WITH A DEEP DIVE 40</b>		<b>\$ 813,793 / 813% +</b>



<b>Current Revenue</b>	\$ 500,000	<b>Current Profit</b>	\$ 100,000
<b>Expected Increase in Revenue</b>	\$ 1,315,076	<b>New Annual Profit</b>	\$ 913,793
<b>New Annual Gross Revenue</b>	\$ 1,815,076	<b>5-Year Profit Impact</b>	\$ 4,068,965

# YOUR PROFIT ACCELERATION SIMULATOR ROADMAP



## ***CONGRATULATIONS!***

Thank you for your input to help me create this Profit Acceleration Roadmap for you. Below are some action steps you can take to implement the necessary changes so you can hit that **\$148,502** profit impact over the first 12 areas. I'll also show you some (very) short videos along the way to guide your understanding.

First of all, bookmark this page. You can come back to it at anytime. Your results are customised for you. And if you'd like to meet, simply click the link at the bottom of this page.



Click on any circle to jump to the step.

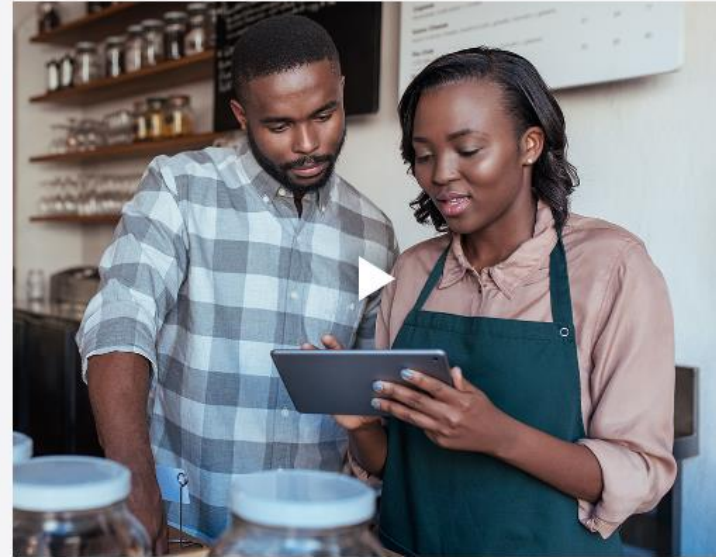


# 7

## Step 07

# PLAN YOUR DOWNSSELLS

- ✓ Review the Video on the Power of the Downsell Strategy
- ✓ Dive Deeper into Possible Downsell Strategies
- ✓ Determine the Areas You could Test Downsell Strategies
- ✓ Determine the One Immediate Change for Instant Impact
- ✓ Determine Your Reasonable Expected Results
- ✓ Determine Your Method of Implementation
- ✓ Determine the Optimum Method of Communication
- ✓ Determine Your Test Details
- ✓ Establish SOPs for Continuing Success



Expected Increase in

**REVENUE +4% + \$22,327**

Expected Increase in

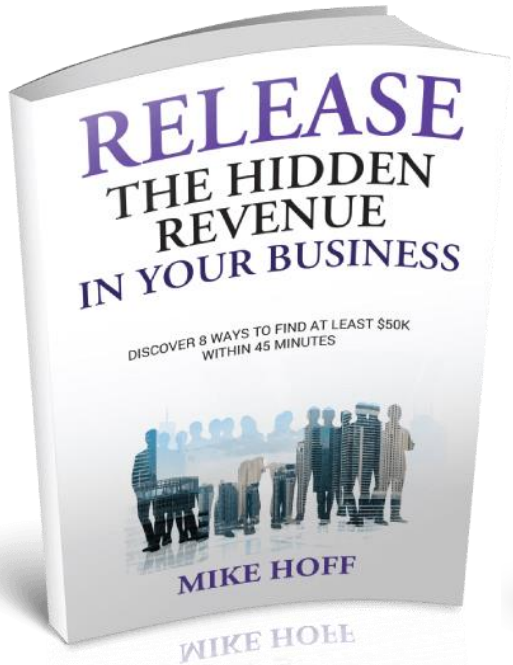
**PROFIT +6% + \$11,163**



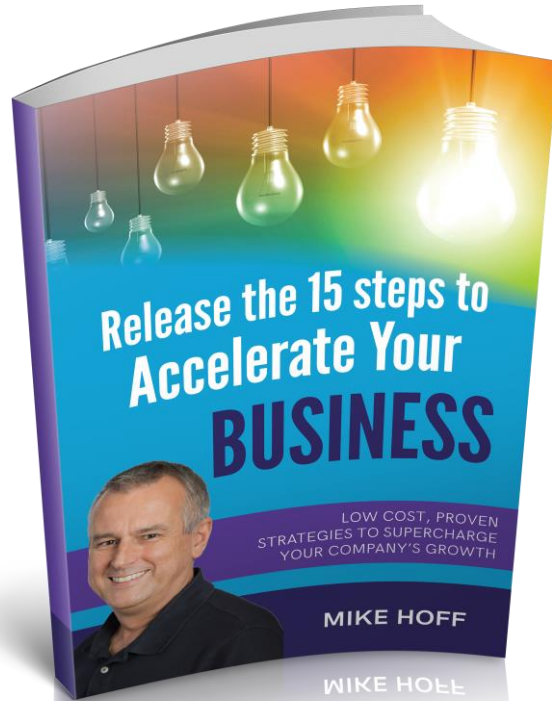
Scan this to try out  
The Profit Acceleration  
Simulator on Your  
Business



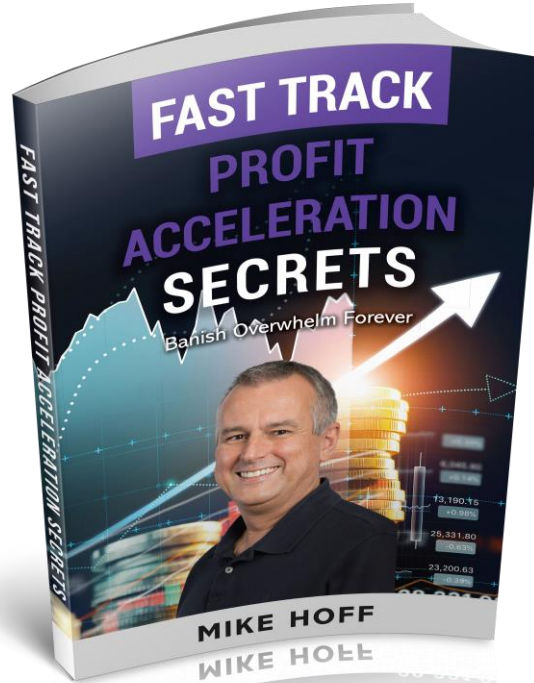
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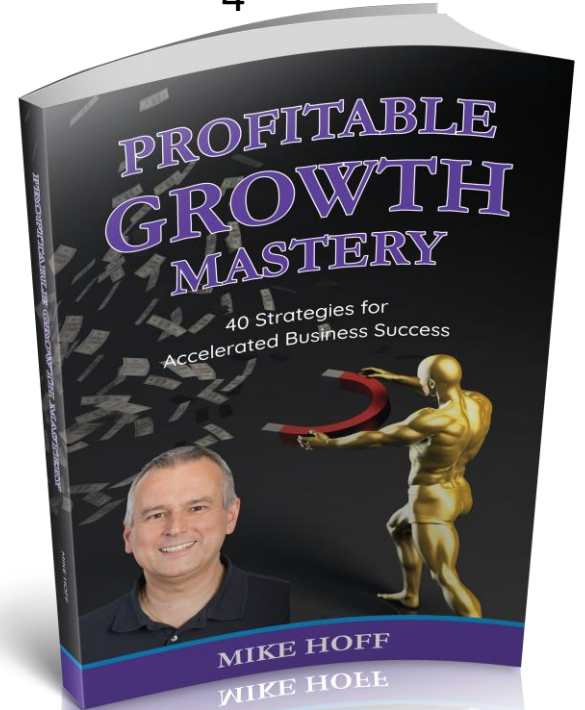
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3



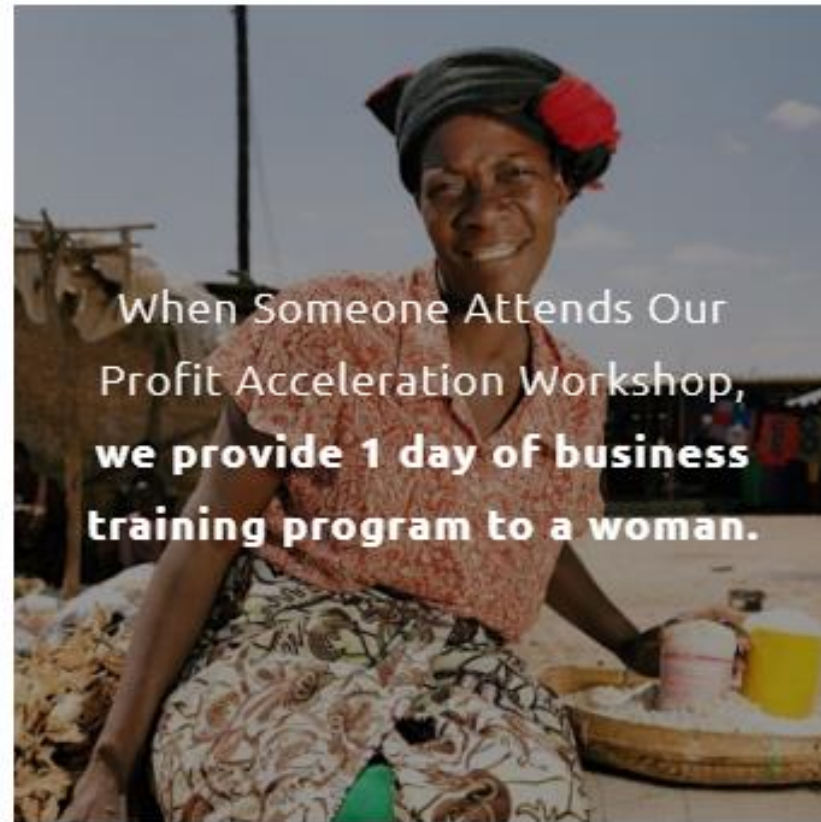
4



**Select any two  
via email**



Thank you for making a difference!



Zimbabwe



**Thank you!**

# Q&A



# FEEDBACK AND PRIZE



# GROWTH SERIES



# THANK YOU