

GROWTH SERIES



From Revenue To Results The Art Of Profit Acceleration

WELCOME!

Kutyba Al Issa
VAS Director
RAKEZ



ALL EVENTS ON COMPASS WEBSITE

compass.rakez.com/events

Follow like and share:

@mycompassrak

UPCOMING EVENTS



GROWTH SERIES

Jan 29 2025

AI ON A BUDGET: AFFORDABLE TOOLS & SMART AUTOMATION FOR SMALL BUSINESSES

January 29, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



TAX

Jan 30 2025

VAS EVENT: UNLOCK BUSINESS GROWTH WITH RAKEZ'S EXCLUSIVE PROGRAMMES

January 30, 2025 11:00 am - 12:00 pm
Webinar

EVENT DETAILS >



extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR MARKETING & INBOUND

February 5, 2025 8:00 am - 11:00 am
Compass Coworking Centre

EVENT DETAILS >



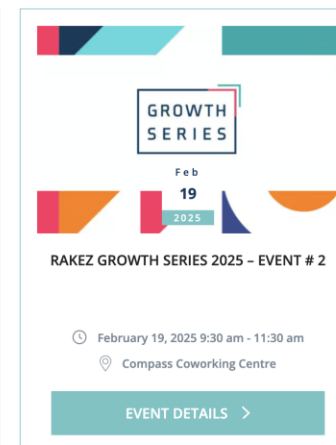
extramile

Feb 05 2025

WORKSHOP: LINKEDIN FOR BUSINESS DEVELOPMENT & REFERRALS

February 5, 2025 10:00 am - 11:00 am
Compass Coworking Centre

EVENT DETAILS >



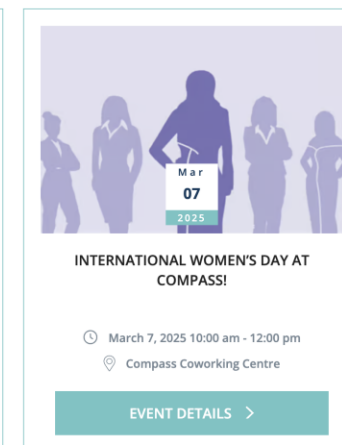
GROWTH SERIES

Feb 19 2025

RAKEZ GROWTH SERIES 2025 - EVENT # 2

February 19, 2025 9:30 am - 11:30 am
Compass Coworking Centre

EVENT DETAILS >



Mar 07 2025

INTERNATIONAL WOMEN'S DAY AT COMPASS!

March 7, 2025 10:00 am - 12:00 pm
Compass Coworking Centre

EVENT DETAILS >



NEXT EVENTS

25 June 2025

Event 7: Fueling Growth:
How to Raise Funds to Scale
Your Business

23 July 2025

Event 8: Brand Storytelling &
Content That Converts



TODAY'S SPEAKER



Contact me!

Mike Hoff

Profit Acceleration Specialist & BNI RAK Founding Launch Director

Mike@mhc.consulting

050 452 1762



Who Am I?

Mike Hoff



- 30+ Years Corporate career
- Founded MHC Consulting in 2012
- A RAKEZ Company & VAS Partner
- Profit Acceleration Specialist/ Mentor, Author
- Associate Contributor - The Six Figure Coach Magazine
- Winner 2023 MEA Business Awards: “Best SME Profit Acceleration Company – UAE”
- BNI Launch Director for Ras Al Khaimah



MHC Business Coaching



Our Mission is to give business owners back their freedom

My GOALS FOR TODAY



Demonstrate

the AWESOME power
of **Profit Acceleration**



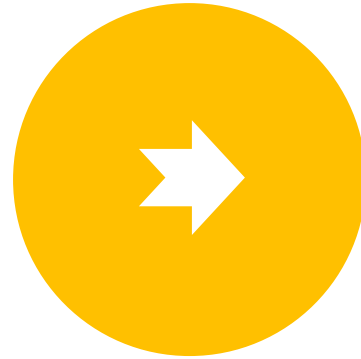
Move

your focus from
revenue to **PROFIT**



How

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



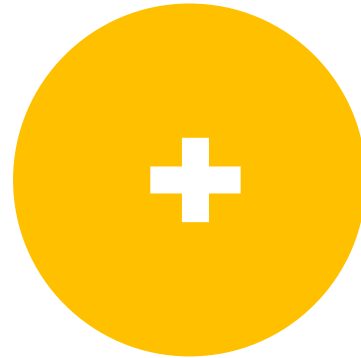
Show

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



COMPOUNDING

This demonstrates the AWESOME power of **Compounding**



X 2

june 2025

SUN	MON	TUE	WED	THU	FRI	SAT
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					

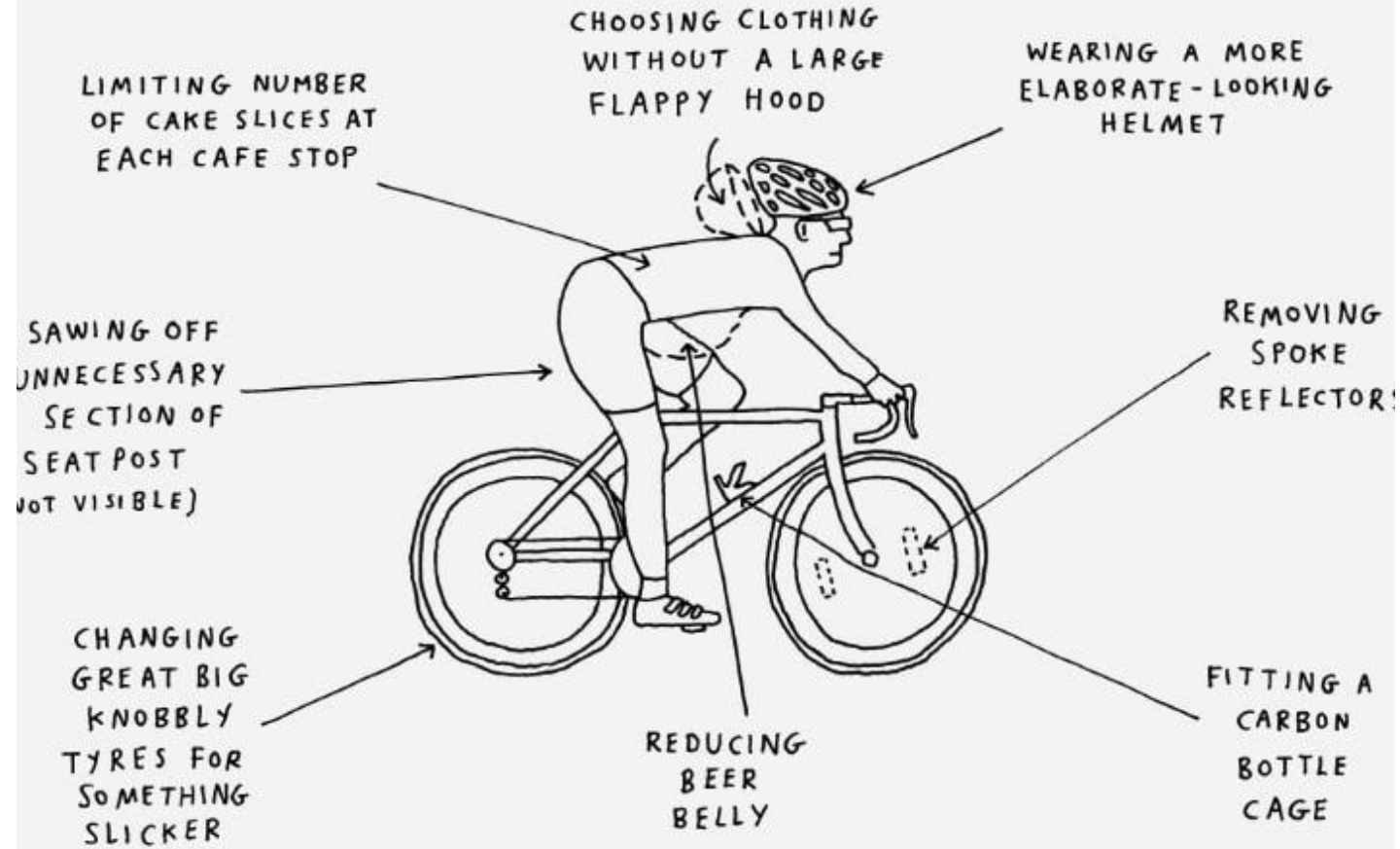
= \$ 5,368,709.12

The Science of Marginal Gains



MARGINAL GAINS

HOW THE PROFESSIONALS MAKE SMALL CHANGES TO IMPROVE THEIR PERFORMANCE



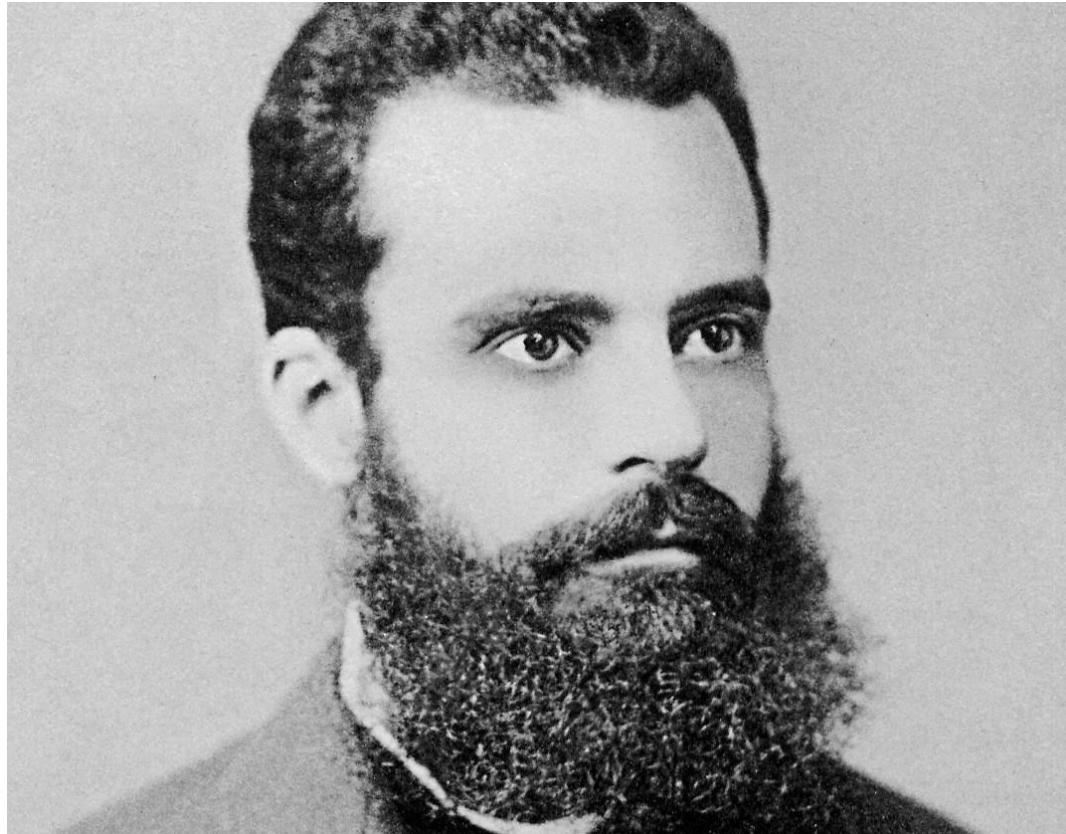
This simply means that **SMALL INCREMENTAL** improvements can result in **MASSIVE** increases in revenue and profits



Profit Acceleration Software™ ...



The 80/20 rule



Vilfredo Pareto

- 20% of what you do every day is generating 80% of your total Profit
- You're only doing a few things daily that makes you most of your money

Your 20%!

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
TOTAL PROFIT IMPACT	

Your 20%!

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
TOTAL PROFIT IMPACT	

From Revenue to Results

OPTIONS FOR INCREASING NET PROFIT



The Secret

create more value through innovation

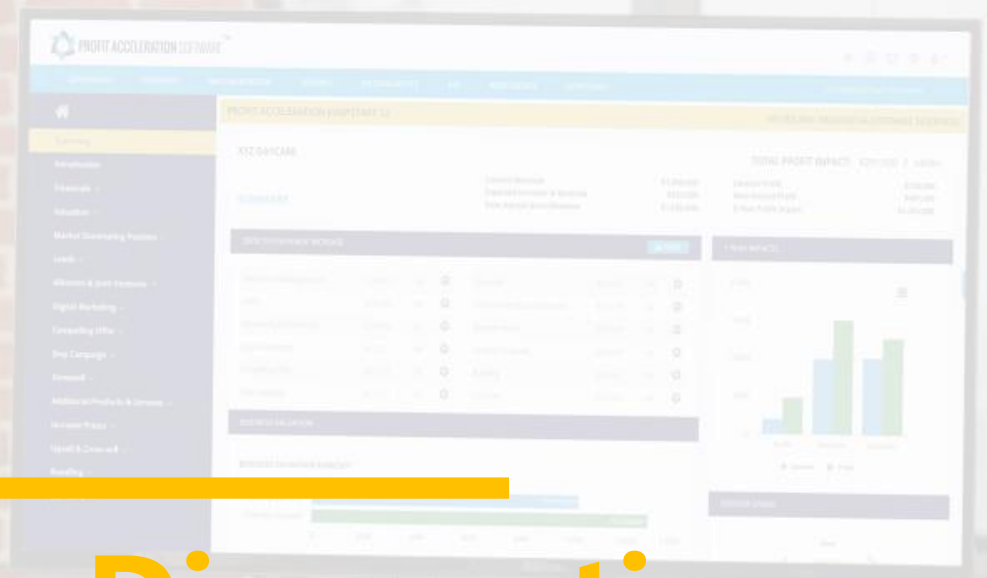


Innovate

your business so you offer more value
than your competition... even if that
means **increasing** your price

Option #1

Innovation Vs Discounting



Restaurant Case Study

Innovation Versus Discounting



A restaurant offers a 25% discount on your favourite meal for two people. The restaurant next door has your same favourite meal at the exact same price but they include a bottle of wine and a dessert for each of you for free.

Which restaurant would you do business with?

The restaurant Affiney and restaurant, the 25% off your \$6 bottle of wine is listed on the menu is a savings to you \$15 and the dessert is \$6 each

You **perceive** that you're saving \$37 instead of \$15

That \$25 bottle of wine only costs that restaurant \$8 wholesale... and the \$6 desserts are \$1 wholesale (2)

The profit for **B** is **40%** higher than **A (\$21 vs \$15)**

Restaurant A

versus

Restaurant B

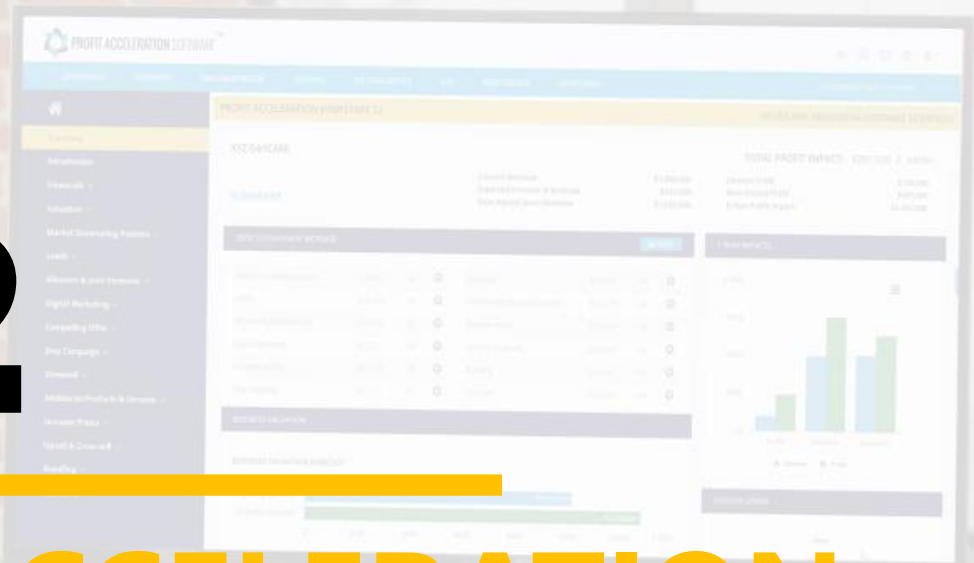
RESTAURANT A	RESTAURANT B	
Meal for Two	Meal for Two with wine & dessert	\$ 60
Profit Margin	Profit Margin	50%
Regular Profit	Regular Profit	\$ 30
Discount	Cost to Restaurant (freebies)	\$ 9
Cost to Restaurant (discount)	New Profit	\$ 21
New Profit	Additional Value of Wine	\$ 25
	Additional Value of 2 Desserts	\$ 12
Perceived Value to Customer	Perceived Value to Customer	\$ 37

The second restaurant only spent \$9 and yet still created the perception that their customer was receiving **much** more value for their money - \$37 vs. \$15 (**247% increase**)

Both the restaurant and the customer come away winners

And once restaurant B promotes this offering in their marketing, they will create a **market-dominating position**

Option **#2**



USE PROFIT ACCELERATION

Increase Net Profit

Revenue	\$ 300,000	+5%	\$ 315,000
COGS	\$ 180,000	-5%	\$ 171,000
Gross Profit	\$ 120,000		\$ 144,000
GP %	40%		46%
Overhead	\$ 60,000	-5%	\$ 57,000
Net Profit	\$ 60,000		\$ 87,000

The 5-5-5 Formula

Impact All 3 Areas By 5%

Increases Net Profit by \$27,000 (45% increase)

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 lines in the top right and blue lines in the bottom left, all featuring rounded corners.

**LEAD
GENERATION**

Insert Annual Revenue?

Gross Profit Margin (%)?

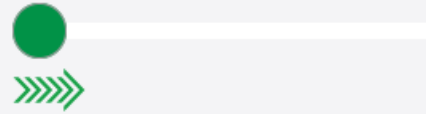
Net Profit Margin (%)?

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
TOTAL PROFIT IMPACT			\$0 / 0% +



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



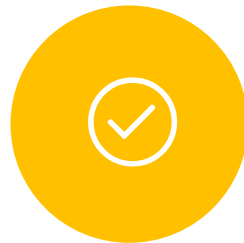
Be able

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.

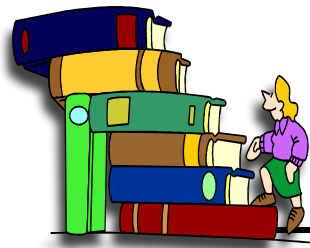
The **Interrupt** is your headline.

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**

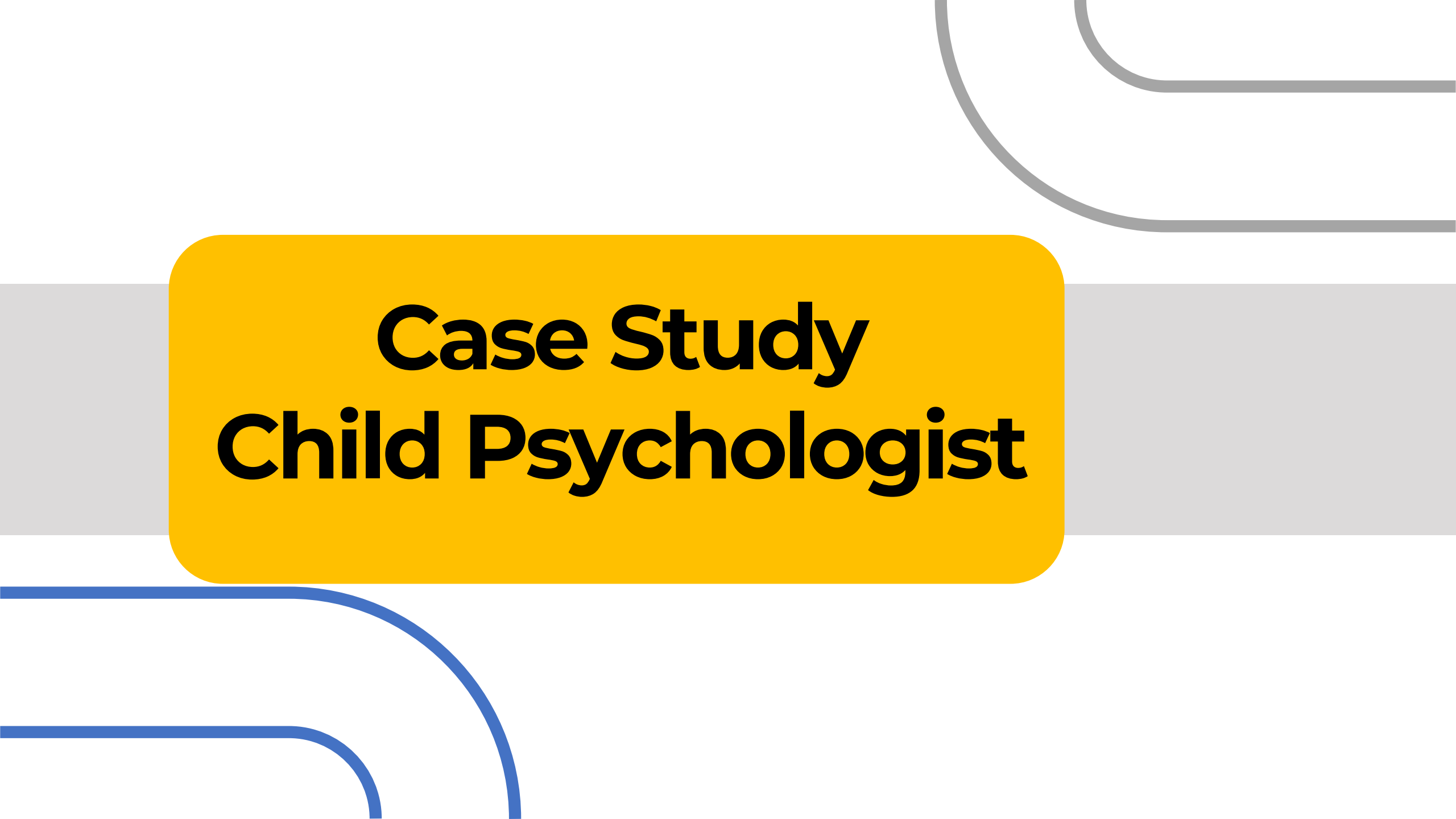
Why SHOULD
I buy?

**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

More leads



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



The image shows a screenshot of the Remarkable Parenting.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', and 'NEWSLETTER'. The main heading is 'Parenting Advice &'. Below this is a video player showing a man in a blue shirt speaking. To the right of the video is a red-bordered box containing a list of topics under the heading 'Specializing In'. Further right is a promotional offer for Dr. John Smith, including a 'FREE CONSULTATION' and a phone number '5) 234-1212'.

RemarkableParenting.com

HOME PARENTING PROBLEMS PARENTING NEWSLETTER

Parenting Advice &

Specializing In

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

John Smith

FREE CONSULTATION

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

5) 234-1212

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



RemarkableParenting.com



ONLINE STORE PARENT COACHING BLOG NEWSLETTER

Resources from Dr. John Smith

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



00:00:00 Video - Parenting Intro

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

New Landing Page

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

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?

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



00:00:00 Video - Parenting Intro

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?

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



Learn the Secrets To
Training & Maintaining
Complete Control
Over Your Child In Less Than
60 Seconds."

Enter Your First Name:

Enter Your Email Address:

Sign Up Now



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.



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



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.

More leads



Parenting Advice & Resources from



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

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*



00:00:00 Video - Parenting Intro

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



Old Site...

Generated **\$17,666**
annual profit (all 9
areas)

New Site Generated
\$364,800 annual profit
(1 area!)

Profit Impact = **2,065%**

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*



00:00:00 Video - Parenting Intro

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



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 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
TOTAL PROFIT IMPACT		\$0 / 0% +

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

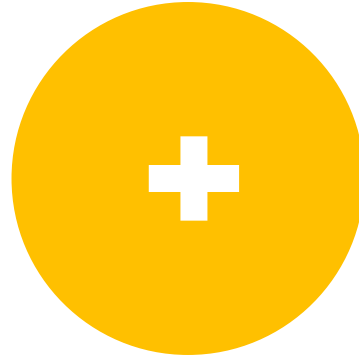
Your competition knows **NOTHING** about this

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

How To Build Your Business Fast

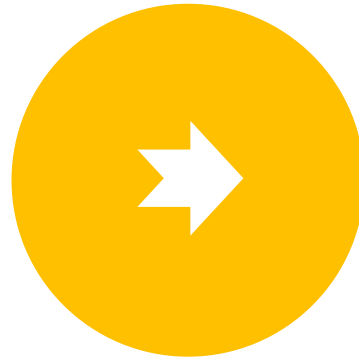
Using Joint Ventures & Referrals





Joint Ventures

involve two or more businesses that decide to form a partnership to share markets or endorse a specific product or service to their customer base... usually under a revenue share arrangement.



The Key

to creating successful joint ventures is to find partners who service the exact same type of clients that need or want what you sell.





A FLORIST



One of the most

financially lucrative product lines for a florist is providing flowers for weddings.



The average

floral bill for a wedding often exceeds \$3,000 in profit



Florists

fall into what we refer to as an “**event chain.**”



An event chain

simply refers to a **series of businesses** that customers purchase from in a **specific sequence.**

The wedding industry:

This is the typical “**event chain**” of vendors when someone is getting married.

Jeweler (engagement ring)

Wedding planner

Church / chapel

Reception venue

Wedding dress

Florist

Wedding cake

Printer (invitations)

The wedding industry:

This is the typical “**event chain**” of vendors when someone is getting married.

Jeweler (engagement ring)

Wedding planner

Church / chapel

Reception venue

Wedding dress

Florist

Wedding cake

Printer (invitations)

Everyone **ABOVE** the florist is perfectly positioned to refer business **TO** the florist.

The wedding industry:

This is the typical “**event chain**” of vendors when someone is getting married.

Jeweler (engagement ring)

Wedding planner

Church / chapel

Reception venue

Wedding dress

Florist

Wedding cake

Printer (invitations)

Everyone **ABOVE** the florist is perfectly positioned to refer business **TO** the florist.

Everyone **BELOW** the florist is perfectly positioned to receive referrals **FROM** them.



The wedding industry:

This is the typical “**event chain**” of vendors when someone is getting married.

Jeweler (engagement ring)

Wedding planner

Church / chapel

Reception venue

Wedding dress

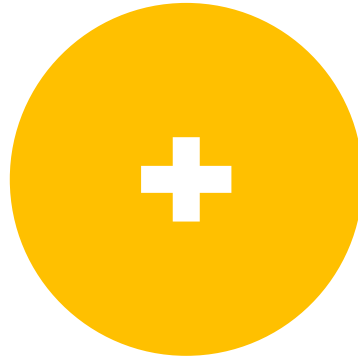
Florist

Wedding cake

Printer (invitations)

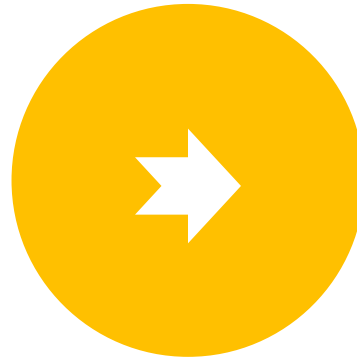
Could the florist **OBTAIN** just one referral each month from just **ONE** of the businesses **ABOVE** them.

Next, could the florist **SEND** just one referral each month to **EACH** business **BELOW** them.



Referrals

A business referral is essentially a recommendation. It occurs when someone in a network recommends a business or service to a new prospect, creating an opportunity for the business to potentially gain new business.



The Key

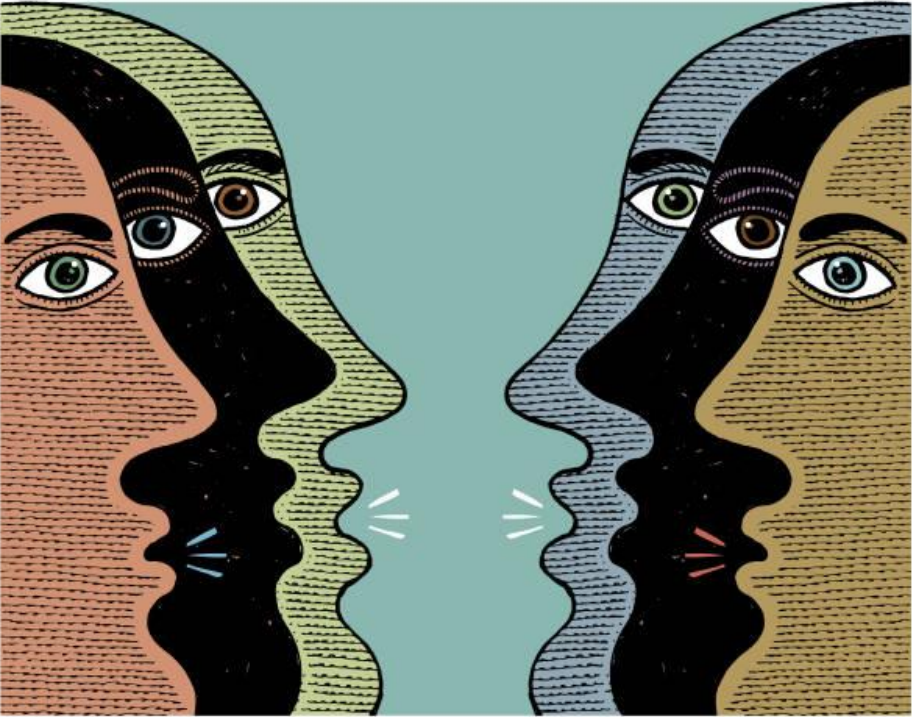
to creating valuable referrals is fostering genuine relationships, providing exceptional value and service, and making it easy for customers to recommend your business.



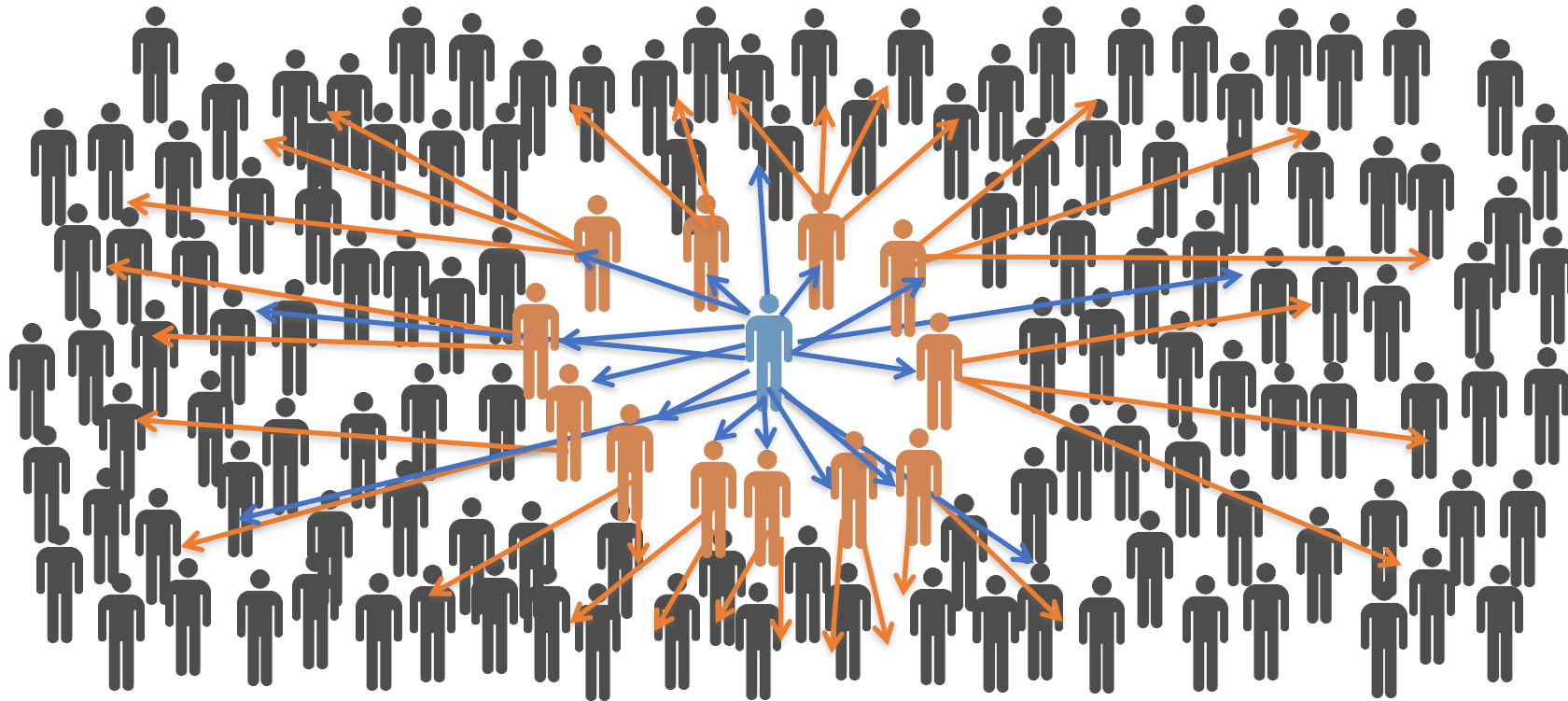
Master the Art of Networking



Face to Face Cold Calling!



How Referral Marketing Works

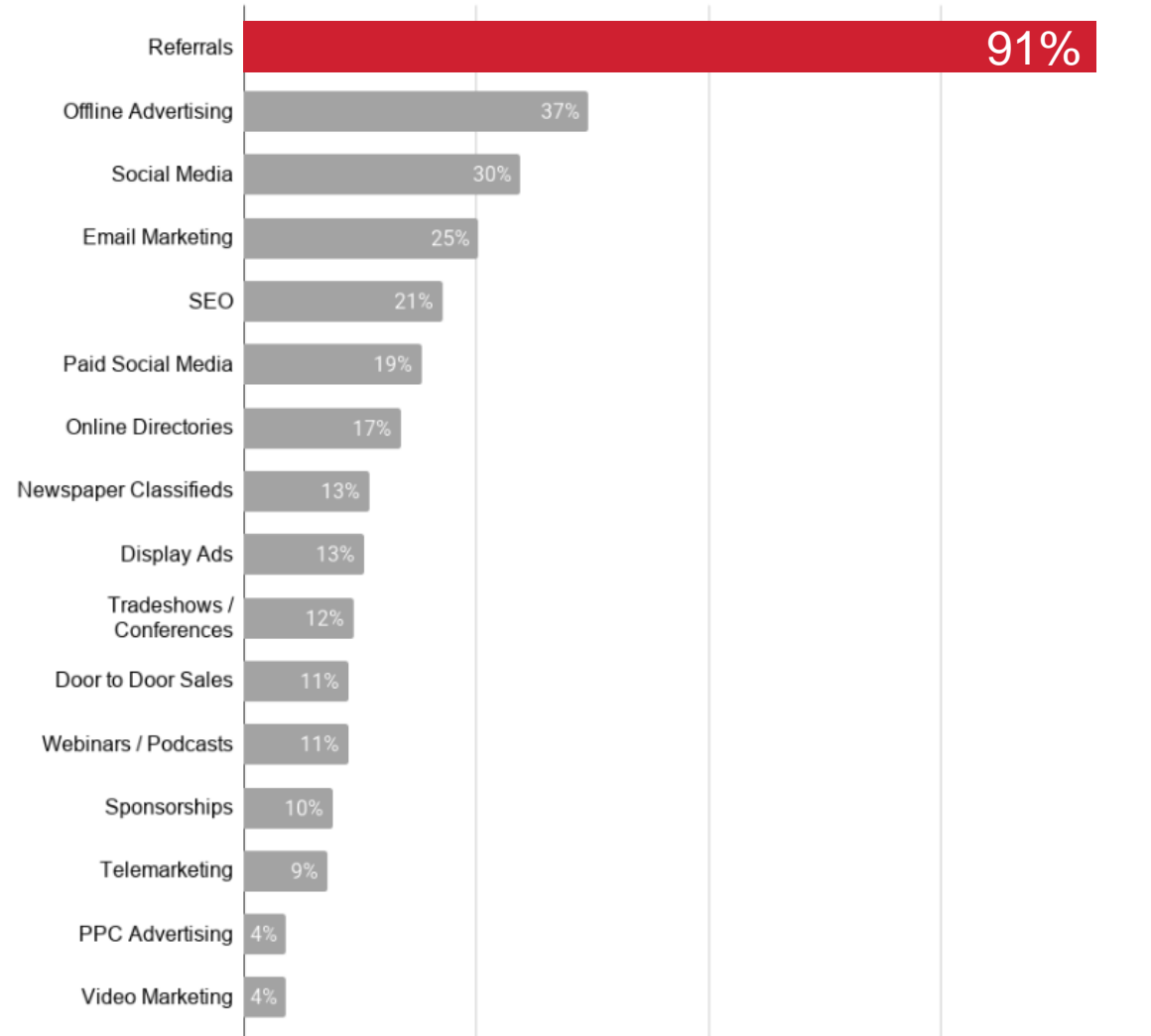


91%
AGREE

Referrals are the Most Effective Lead Generator

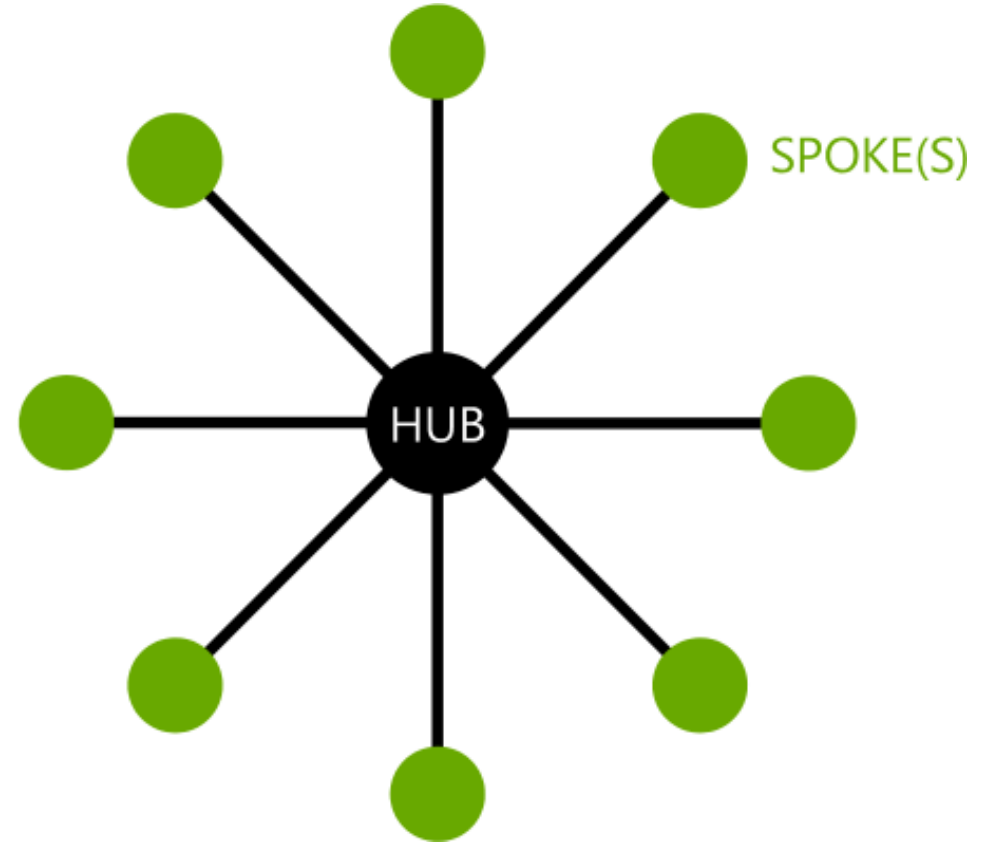
Q =

What Lead Generation Strategies are Most Effective?



Hub and Spoke Network Model

- Define Your Target Market / Ideal Client
- Identify industries that share the same market / client and don't compete
- Reach out, find them!
- Join 3 networking groups
- Build Relationships
- Sell through your network not to it





BNI RAK Pioneers

[CHAPTER MEMBERS](#) | [GALLERY](#)



BNI - The World's Leading Business Networking and Referral Organization

**Our Chapter Passed 814,925 AED in the
past 12 months!**

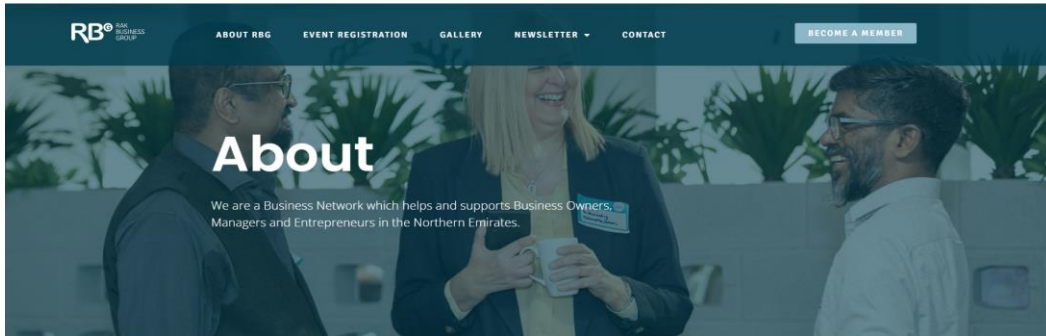
**Come for our meeting -- stay for the
referrals!!!**

Every Wednesday 7.15am @ The Radisson Resort, Marjan Island

Other Networking Opportunities in RAK

RAK Business Group

RAK Entrepreneurs



Mike Hoff Consulting



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

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
TOTAL PROFIT IMPACT		\$ 0 / 0% +

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 (%)?

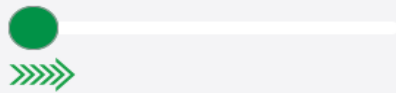
10

Select Currency

US dollar ...

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

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
TOTAL PROFIT IMPACT		\$ 0 / 0% +

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

COMPOUNDING

Insert Annual Revenue?

250000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

10

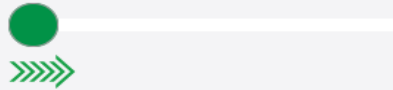
Select Currency

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%



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
	TOTAL PROFIT IMPACT		\$ 0 / 0% +

Current Revenue

\$ 250,000

Current Profit

\$ 25,000

Expected Increase in Revenue

\$ 0

New Annual Profit

\$ 25,000

New Annual Gross Revenue

\$ 250,000

5-Year Profit Impact

\$ 0

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

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
TOTAL PROFIT IMPACT		\$ 75,181 / 300% +

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!

COMPOUNDING

Insert Annual Revenue?

1000000

Gross Profit Margin (%)?

50

Net Profit Margin (%)?

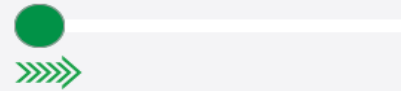
10

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%



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
	TOTAL PROFIT IMPACT		\$ 0 / 0% +

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

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
TOTAL PROFIT IMPACT		\$ 100,000 / 100% +

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
TOTAL PROFIT IMPACT		\$ 100,000 / 100% +

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

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%



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
TOTAL PROFIT IMPACT		\$ 427,732 / 427% +

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%**

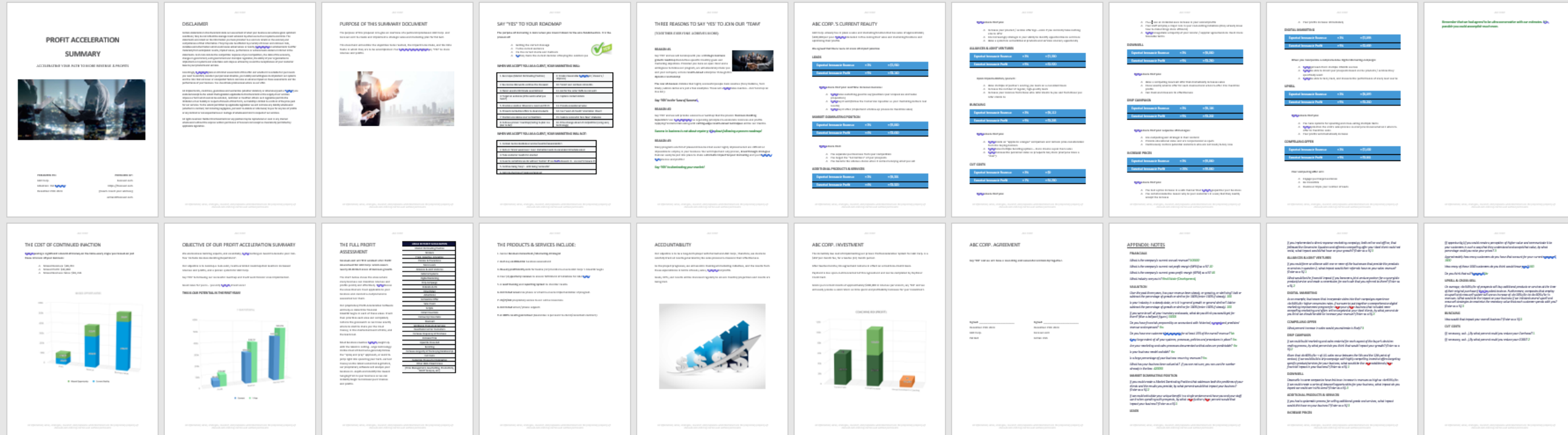
Your 20%!

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
TOTAL PROFIT IMPACT	

Profit Acceleration Software™ ...



A customised report that lists the strategies



Your Roadmap:

The path to take to create the maximum amount of revenue and profits in the shortest time possible.



DISCLAIMER

DISCLAIMER

Certain statements in this document state our assessment of what your business can achieve given optimum conditions. They do not reflect the performance achieved by other users of our system, our vision. The statements are subject to the information you have provided to us and our reliance on the accuracy and completeness of that information. They may also be affected by a number of factors not within our control, including but not limited to changes in market conditions, performance or adjustments stated or referred to in the statements. Such risks include the competitive response of our competitors, the state of the economy, changes in government, legal and regulatory requirements, the ability of your organization to implement our system and undertake such steps as outlined by us and the responsiveness of your customer base to your products and services.

Accordingly, in order to obtain a different assessment of this offer and whether it is suitable for your needs you need to carefully consider your personal situation, your ability and willingness to implement our system and the risks that unmet or completed factors can have on subsequent progress to these assessments and the performance of your business. You should take professional advice on our offer.

All legal fees, costs, taxes, guarantees and warranties (whether statutory or otherwise) (such as a **Warrant**) are excluded except to the extent that legislation applicable to this document or the supply of our system requires a term which cannot be excluded, restricted or modified. Where such legislation provides for the limitation of our liability in respect of terms of that type, our liability is limited to a refund of the purchase price of our system. To the extent permitted by applicable legislation we will not have any liability, whether contract or tortious, for negligence, personal injury or otherwise for any loss of profits or any business or consequential loss or damage of whatsoever kind in respect of our services.

All rights reserved. Nothing in this document or any part hereof may be reproduced or used in any manner whatsoever without the express written permission of Smart Coaches Company (SCC) except as may be necessary for internal use only.

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

PURPOSE OF THIS SUMMARY DOCUMENT

The purpose of this proposal is to give an overview of a partnership between ABC Corp and Smart Coaches Company (SCC) to create and implement a strategic sales and marketing plan for the firm.

This document will outline the objectives to be reached, the impact to be made, and the time frame in which they are to be accomplished. You have the opportunity to say "YES" to increase revenue and profits.



All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

SAY "YES" TO YOUR ROADMAP

The purpose of marketing is basic when you break it down to the core fundamentals, it is the process of:

- Getting the correct message
- To the correct audience
- To be correct media and timing
- They may be the correct choice of buying for the value you offer.



WHEN WE ACCEPT YOU AS A CLIENT, YOUR MARKETING WILL:

1. Be unique (Differentiating features)	9. Emphasize our value proposition / services / benefits
2. Be credible (Big words can have the opposite effect)	10. Target your company strengths
3. Show superior (Differentiated) value	11. Ask for the order (SAs do not ask for orders)
4. Target an audience (Who wants what you offer?)	12. Explain contact details
5. Provide value for (Customer's need and fit it)	13. Provide essential offer
6. Present credible offers to (target) segments	14. Test (small) offers / conversion offers
7. Practice you envision your competitors	15. Increase successful (Your best) strategies
8. Follow a proven (working) (strategy) to (achieve) (your) (goals)	16. Drive change ahead of competitors (using every technique)

WHEN WE ACCEPT YOU AS A CLIENT, YOUR MARKETING WILL NOT:

1. Create false (distorted) (misleading) (misinformation)
2. Make us (feel) (guilty) (your marketing needs to generate (conversion) sales)
3. Take (customer) (benefits) (for granted)
4. Assume (customer) (needs) (will) (change) (if) (we) (can't) (measure) (it) (we) (can't) (measure) (it)
5. (Disturb) (their) (with) (being) (successful)
6. (Follow) (the) (trend) (of) (what) (others) (do)

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

THREE REASONS TO SAY "YES" TO JOIN OUR "TEAM"

(TOGETHER EVERYONE ACHIEVES MORE)

REASON #1

Say "YES" and we will develop with you a strategic business growth roadmap that defines specific monthly goals and marketing objectives. Provided you have an open mind and a willingness to follow our program, we will absolutely make you and your company a more results-based enterprise through this dynamic relationship.



The Law of Success states that highly successful people have studied (Tony Robbins, Tom Brady, LeBron James) are just a few examples. Those who don't have coaches... don't end up on this list.

Say "YES" to the "Law of Success".

REASON #2

Say "YES" and we will provide access to a roadmap that the proven "Business Building Repetitor" uses as a daily basis on organizing principles to accelerate revenue and profits. Applying fundamental along with cutting-edge results-based techniques will be our mantra.

Success in Business is not about mystery, it's about following a proven roadmap!

REASON #3

Many programs are full of pleasant theories that sound highly impressive but are difficult or impossible to employ in your business. We will implement only proven, breakthrough strategies that can really be put into place to make a dramatic impact to your marketing and your **top-line** revenue and profit!

Say "YES" to **deconstructing your market!**

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.'S CURRENT REALITY

ABC Corp. already has in place a sales and marketing function that has sales of approximately \$1,000,000 per year. They're interested in fine-tuning their sales and marketing functions and optimizing their profits.

We agreed that there were 12 areas of impact possible:

CUT COSTS

Expected Increase in Revenue	+ 5%	+ \$0
Expected Increase in Profit	+ 5%	+ \$18,000

We'll ensure that you:

- You use an automation software to your overall profit
- You will be able to play a major role in your marketing initiatives (they already have a lot of marketing work done)
- You'll acquire a majority of your vendor / supplier agreements to walk away from them

MARKET DOMINATING POSITION

Expected Increase in Revenue	+ 5%	+ \$50,000
Expected Increase in Profit	+ 10%	+ \$20,000

We'll ensure that:

- You separate your business from your competitors
- You enjoy the "best of both" of your program
- You know the difference about what it takes to keep what you sell

INCREASE PRICES

Expected Increase in Revenue	+ 5%	+ \$50,000
------------------------------	------	------------

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Expected Increase in Revenue	+ 25%	+ \$50,000
Expected Increase in Profit	+ 25%	+ \$50,000

We'll ensure that you:

- You test your business in a safe manner that doesn't jeopardize your business
- You are successful in the market by your actions in a way that they really manage the business
- Your profits increase immediately

ADDITIONAL PRODUCTS & SERVICES

Expected Increase in Revenue	+ 5%	+ \$46,323
Expected Increase in Profit	+ 5%	+ \$18,646

We'll ensure that you:

- Increase your product / service offering - even if you already have nothing else to offer
- Are increasingly strategic in your ability to identify opportunities to sell more
- Have a system to sell additional products and services at every opportunity

BUNDLING

Expected Increase in Revenue	+ 5%	+ \$45,985
Expected Increase in Profit	+ 5%	+ \$18,930

We'll ensure that you:

- We'll create an "apples to oranges" comparison and remove price considerations from the buying decision
- You'll have high quality options - more choices and more value
- You'll become the preferred value or program for more customers (more "share")

UPSELL

Expected Increase in Revenue	+ 5%	+ \$44,305
------------------------------	------	------------

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Revenue		
Expected Increase in Profit	+ 5%	+ \$17,508

We'll ensure that you:

- You have systems for up-selling and cross-selling (single lines)
- We'll guarantee for each sales person or manager, lower client value to offer to increase sales
- Your profits will increase immediately

DOWNSELL

Expected Increase in Revenue	+ 5%	+ \$44,645
Expected Increase in Profit	+ 5%	+ \$17,778

We'll ensure that you:

- Have a compelling **WARRANTY** offer (or financially guarantee sales)
- Know exactly what to offer for each **WARRANTY** value to offer to maximize profits
- Take back and increase the effectiveness

COMPPELLING OFFER

Expected Increase in Revenue	+ 5%	+ \$42,250
Expected Increase in Profit	+ 5%	+ \$18,804

Your compelling offer will:

- Engage your target audience
- Be credible
- Double or triple your number of leads

ALLIANCES & JOINT VENTURES

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Expected Increase in Revenue	+ 5%	+ \$40,550
Expected Increase in Profit	+ 5%	+ \$16,222

Upon implementation, you will:

- Have multiple TV partners sending you back as a potential lead
- We'll guarantee for each sales person or manager, lower client value to offer to increase sales
- Increase the number of regular, high-quality leads
- Increase your revenue from those who refer clients to you and from those you refer clients to

DRIP CAMPAIGN

Expected Increase in Revenue	+ 5%	+ \$45,935
Expected Increase in Profit	+ 5%	+ \$18,918

We'll ensure that your sequence of messages:

- Are compelling and strategic to their service
- Provide additional value and are not perceived as spam
- Continuously convert potential customers who are not ready to buy now

LEADS

Expected Increase in Revenue	+ 5%	+ \$43,800
Expected Increase in Profit	+ 5%	+ \$17,556

We'll ensure that your lead flow increases because:

- You'll have marketing paid to get you leads you're unprepared and value proposition
- Be available
- You'll say "yes" to offer (offer the Commission Equator to your marketing deliver and results)
- You'll say "yes" to offer (implement a follow-up process to maximize sales)

DIGITAL MARKETING

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Expected Increase in Revenue	+ 5%	+ \$38,430
Expected Increase in Profit	+ 5%	+ \$15,774

When you incorporate a comprehensive Digital Marketing campaign:

- You'll get leads from multiple ONLINE sources
- You'll be able to direct your program based on the customer's actions they specify by you
- You'll be able to test, track, and measure the performance of every lead source

Remember that we had agreed to be ultra-conservative with our audience. It's possible you could accomplish much more.

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Expected Increase in Revenue	+ 5%	+ \$38,430
Expected Increase in Profit	+ 5%	+ \$15,774

You're leaving a significant amount of money on the table every single year based on just these 12 areas of impact:

- Market Penetration: \$18,000
- Market Expansion: \$18,000
- Market Retention: \$18,000

THE COST OF CONTINUED INACTION



Remember that we had agreed to be ultra-conservative with our audience. It's possible you could accomplish much more.

All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.

ABC CORP.

Expected Increase in Revenue	+ 5%	+ \$38,430
Expected Increase in Profit	+ 5%	+ \$15,774

You're leaving a significant amount of money on the table every single year based on just these 12 areas of impact:

- Market Penetration: \$18,000
- Market Expansion: \$18,000
- Market Retention: \$18,000

OBJECTIVE OF OUR PROFIT ACCELERATION SUMMARY

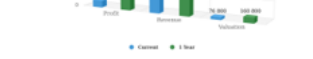
We are business building experts, and assembly, we're coming on board to become your risk-free "Go-To" Business Building Department!

Our objective is to develop a rock-solid, results-oriented roadmap that results in increased revenue and profit, and a proven system for ABC Corp.

Say "YES" to following our successful roadmap and it will work faster once implemented.

Good news for you is... you only have to invest once!

THIS IS OUR POTENTIAL IN THE FIRST YEAR!



All information, ideas, strategies, research, and proposals submitted herein are the property of SCC and may not be used without permission.



Value Added Services

Corporate Tax Services



Accounting & Bookkeeping



Banking Services



Business Growth Services



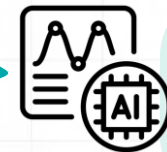
NOC Services



Self Storage



Catering Services
(Blue Collar, White Collar, Events)



AI Services
for Business Growth



Scan to see how RAKEZ can help your business grow!

Special Offer

Limited-Time Growth Series Offer:

- ✓ Simplify your finances with our **Bookkeeping + Corporate Tax Filing bundle for only AED 7,999** - saving you AED 1,000!
- ✓ Need tax support only? **Corporate Tax Filing starts from AED 1,800.**
- ✓ Plus:
 - **20% off Business Growth Services**
 - **10% off all Value-Added Services**

Just mention **“Growth Series”** when booking.

Offer valid for services paid before **13 June 2025.**



GROWTH SERIES



THANK YOU!