

PROFIT MINING

Uncovering Hidden Profitability

A part of the CRISP Principle® series of workshops

Presenter: Sherré DeMao,
Author, Columnist, Entrepreneur, Speaker

- Workshop:** Three (3) hours: 2 – 5 p.m.
- Date:** March 14, 2013
- Location:** Gaston College, Lincolnton Campus
511 S. Aspen Street, Lincolnton
- Target Audience:** Small to Midmarket Business CEOs, COOS, CFOs,
Presidents, Sales and Marketing Managers, Business
Unit Managers

Have your sales increased, but profits gone down? Has the competitive or economic environment forced your business into a commodity, price-war defensive mode? Are you seeking to expand, but uncertain how to effectively analyze your expansion from a potential profitability standpoint?

Too many businesses only look at their accounting numbers to make critical business decisions for increasing profitability. This oftentimes means cutting expenses when there could actually be hidden profitability, if the right investment of time and resources are made. Sherré DeMao's nearly 30 years in working with small to mid-market entrepreneurial companies has uncovered some new thinking around profitability that will encompass an inside out look at the company where the numbers are only a part of the equation.

Audience will learn:

- ▶ The THREE critical areas to Profit-Size for better decision making
- ▶ The FOUR income areas every business has and most misallocate
- ▶ The THREE resources beyond money that most businesses don't budget and use properly and effectively
- ▶ The measurement criteria for evaluating expenditures as worthwhile investments

Attendees will walk away with:

- ▶ Immediate ways to analyze and implement initiatives in business for greater profitability
- ▶ An understanding of profitability beyond P&L expense cutting

Materials & Interaction (If a workshop format)

- ▶ Profit Sizing Worksheet
- ▶ Expense vs. Investment Evaluation Checklist

"Sherré's Profit Mining program is a perfect example of her ability to look inside businesses and see what they cannot see, and then constructively help them manage and grow their businesses in powerful ways. Her numerous examples from companies from around the country prove that whatever Sherré recommends is working for others."

Mary Cantando, President
Woman's Advantage

"What an excellent program! Sherré provided a new out-of-the-box perspective on evaluating profit in a business."

Chris Conant, Counselor
Small Business Technology
Development Center –
Hickory/Boone

Hot Topic!

"The Five Types of Expenses You Shouldn't Cut If You Want to Grow" article in Business Insider War Room – marked a HOT download with more than 7,600 views since posting online

"When Expenses Are Really Investments: Companies that grow during tough times know the difference" article online at Entrepreneur.com was so popular it was picked up by FoxBusiness.com.

The above media outlets picked up the excerpt from Secret #9 entitled *Investment vs. Expenses* from Sherré's book, *50 Marketing Secrets of Growth Companies in Down Economic Times*. Even after 18 months, the articles are still popular downloads.

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