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2. 7 Profit Multipliers That Can Skyrocket Your Profits

There is a limit to how much you can CUT COSTS before quality and service is affected. Therefore it makes sense to use No Limit Strategies:

The Seven Multipliers work by increasing the average:

1. Number Of Leads
2. Conversion Rate
3. Number Of Transactions Per Year
4. Transaction Value
5. Profit Margin
6. Number Of Referrals
7. Average Buying Lifetime (Years)

Increasing just one of these will help your business to grow.... BUT increasing ALL of these multipliers by just a small margin will exponentially skyrocket your bottom line profits!

3. Implementing the Seven Multipliers

The cream blocks represent a typical business and the red blocks are the result of what happens when you increase each key multiplier by 10%



Using The 7 Profit Multipliers To Build A Business

Now by just adding 10% to each key...



How to immediately and Massively Grow Your Business

Stepping onto the slippery slope of survival could put you on the road to disaster. But the truth is that while major changes in the economy may cause many of your competitors to begin tightening their belts and crossing their fingers in the hope of continued existence, it also opens up the opportunity for you to actually grab market share and grow.

Based on the results of marketing surveys covering over 3,400 advertisements and promotions Alchemy Network, a Marketing and Business Development Consultancy has come up with the most effective sales principles. Over the years these rules have helped companies sell millions of products.

Angela Best, VP of Alchemy Network USA shared with members of the chamber at our luncheon on March 12, some of the methodologies designed to get the 'cogs' of your business turning and to 'JUMP-START' your sales and marketing processes into action. The following three points are the key messages from Angela's presentation. If you have any questions please do not hesitate to contact Angela directly.

1.



80% Of Businesses Fail In Their First 5 Years - Over A 10 Year Period 24 Out Of 25 Businesses Fail... WHY?

...The main reason is because they don't have enough customers buying from them regularly! They literally run out of Cash...

- They don't attract a sufficient number of qualified prospects.
- They fail to convert their prospects into profitable customers.
- They let their current customers slip away to do business with their competitors.



“So, the **ONLY** way to succeed in business is for owner to have a clear understanding of the market for its products and services”.

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How to Immediately And Massively Grow Your Business

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Vice President
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To:
Irwindale Chamber of Commerce
March 12, 2009