

Contents

Introduction.....	2
Break-Even Sales	3
Why Small Businesses Fail.....	5
Some statistics tell it like it really is.	5
So where does this leave you?	8
Your Plan of Action:.....	10
What Is Profit?	11
How to Increase Profit	11
Four Strategies for Increasing Your Revenue.....	13
Qualities of a Manager.....	14
Leadership.....	16
Eight Success Factors	18
Dashboard Management	19
Why Build A Business?	23
The 4 Ways to Grow Your Business.....	25
#1 Increase the number of CUSTOMERS of the type you want.....	25
#2: Increase TRANSACTION frequency.....	25
#3: Increase the VALUE of every sale.	25
#4: Increase the EFFICIENCY of your processes.	25
Your Plan of Action	28
The Language of Sales - 'WII—FM?'	29
Openers and Translators	34
Your Plan of Action:.....	35
Your Checklist	36
The Author.....	38