

Your # 1 Problem is Not Sales

In the business improvement, coaching, guru industry there seems to be an underlying assumption: That the main problem in every business is SALES...or rather the lack thereof.

Thus the main 'solution' is to increase sales. After all, it is the largest item in your Profit Statement; and presumably the main reason we are all in business.

Based on this assumption a myriad of sales and marketing strategies have been developed. These have been copied and used ad nauseum by the experts and literally been 'done to death' on the seminar circuit.

That's all fine and for many no doubt, very useful.

But most service business owners are NOT looking for this solution (yet):

- * It just means more work when everyone is already flat out
- * It won't answer the # 1 question: *Where has all the money gone?*
- * Or the # 2 question: *Why do we struggle all the time to pay bills?*
- * And besides: *Why tie up more money in more jobs?*

OK, having said what your problem ISN'T - what actually is it?

Put simply the business you have right now has great potential; it just needs to be managed better because it is performing below that potential.

In other words you could be doing so much better profit-wise and cashflow-wise with what you already have. You just need to learn WHAT to do and HOW to do it.

"It" here refers to improving the productivity of labour - that is, selling more hours without anyone working harder or longer, but smarter.

That's what the **Profit Rescue System** is all about.

When it's all said and done SALES is not your # 1 problem, business CASHFLOW is: fix labour productivity and you largely fix profitability...and cashflow.

When the cashflow is 'fixed' you can focus on growing the sales and business.

And the great news is this: It's not rocket science!