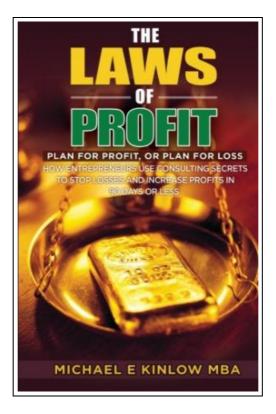
The Laws of PROFIT: Plan for Profit, or Plan for Loss



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THE LAWS OF PROFIT: PLAN FOR PROFIT, OR PLAN FOR LOSS



CreateSpace Independent Publishing Platform. Paperback. Condition: New. This item is printed on demand. 186 pages. Dimensions: 8.5in. x 5.5in. x 0.4in.The Laws of Profit describes the success principles business leaders must know to plan, create and execute Profit Plans; and dispels the common myths as to why Business Plans, Annual Plans and Sales and Marketing plans are NOT PROFIT PLANS. The book uncovers the 7 KEYS every business must use to plan, control and increase their profitability, and how to increase revenues and profits scientifically regardless of the economy. In The Laws of Profit, you will learn why selling at cost actually LOSES PROFITS, and how some companies literally market and sell themselves into bankruptcy. It describes the symptoms of Profit Deficit Disorder, and how it can be cured to stop losses and free profits. The book answers questions like - Why are your revenues increasing but your profits are not, and Why is speeding up your operations actually causing you to LOSE money The Laws of Profit bridges the gap between formal education and years of experience for the entrepreneur and business leader to focus on cash and cash impacts of decision making in order to realize profitability, -faster. As most managers are not specifically trained in how to make profits, the material specifically details exactly WHAT businesses must do to increase PROFITS NOW, instead of becoming a victim of the 90 of businesses which fail within their first 5 years. The book dives into providing extra value to your customers, and why it is critical to align their needs with the companys business model to plug hidden profit leaks. In addition, The Laws of Profit shows why following the strategy rules will lead to making profitable decisions as their impact on revenues and profitability are predetermined, and therefore,...



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