

# Want your business to make more cents?

**A Free 12 Page Business Performance Report...valued at \$250**

**Find out exactly how you are performing at the moment and what to do about it!**

Let me get straight to the point,

The definition of insanity is “**doing the same thing every day, expecting a different result**”. The vast majority of business owners that we meet, unfortunately, do this in their business every single day. Why? Because you’re either too tied up doing the “stuff” or you’re just not sure on how to go about it.

Receive a 12-page report on your business that will benchmark your current levels of performance, provide suggestions for improvement and actually give you dollar figures based on your own simple forecasts?

The report will identify your current levels of sales, productivity and profit performance, customer service and marketing and will tell you how much you can earn over the next year if you concentrate on a small number of key objectives.

*The “In Commercial Confidence Diagnostic” attached to this fax will ask you to identify three marketing areas of your business. If you send us this questionnaire we will extrapolate your figures and calculate benchmark levels of performance for your staff to achieve on a daily, weekly and monthly level.*

12 page consultant report	Provides you with details on your existing business	Tells you “How to grow your future business”
<p>Outlines where you are now and provide suggestions on how to improve your business.</p> <p>Uses industry benchmark guidelines to evaluate your financials.</p>	<p>The report will outline:</p> <ul style="list-style-type: none"> <li>• Sales targets needed to break-even by your employees as a whole and your sales team.</li> <li>• Current and future objectives.</li> <li>• The cost of poor customer service in your business.</li> </ul>	<p>We will explain to you the systems that have been installed by literally thousands of businesses around the world. Instead of talking generally these systems will be related directly to your business.</p>
<p>Allows you to set internal benchmarks.</p>	<ul style="list-style-type: none"> <li>• Your current levels of operational efficiency and the revenue impact if they were increased by a certain level.</li> <li>• The amount of revenue you are achieving broken into a simple common denominator and some key targets to achieve.</li> </ul>	<p>We will discuss the three key marketing principles, how to eliminate customer service problems.</p>

## Why are we offering this diagnostic for free?

We believe that if we can spell out exactly how efficient your organisation is in dollars and cents, pinpoint weaknesses and show you some solutions that improve your efficiency, then you will have a greater propensity to ultimately invest in these systems.

## Your details are kept Confidential...guaranteed!

There is an implied confidentiality relationship as we are acting on your behalf as a consultant. Your financial details will remain 100% in confidence. They will not be used for any other purpose than generating your 12-page report. We are bound by law as a consultant to keep your details confidential.

FKM Global is a team of highly experienced business consultants, dedicated to offering flexible, practical, and structured memberships to the business community.

## How do I receive my report?

Just fill in the attached “Making Cents” Business Questionnaire form and send it back to us. We will then process it and email your 12-page report...no obligation and no hidden charges. We will then call you to personally discuss it with you determine how to implement the recommendations. It’s that simple...

# “Making Cents” Business Questionnaire

## FINANCIAL DETAILS:

Sales	\$
Number of Employees	
Percentage of total staff that are employed in the sales area	%
Gross Margin	%
Net Profit	

Notes: If you do not know the exact figures, estimate as closely as possible. Gross margin is sales less cost of goods. Calculate this as a percentage of sales. If you are in the service industry this may be 90% but as a distributor 50% (approx)

## ADMINISTRATION DETAILS:

There are many ways that we can improve our general administration performance.

The report that will be generated from your figures will actually define how much you are losing per year as a result of poor customer service and poor employee productivity rates.

How many customer service complaints do you have each week	Per week
What level of performance do you feel your non-marketing staff are working at the moment?	%
What level do you think they could work at with more motivation, incentives, team leadership, better job descriptions and closer management and coaching?	%

## MARKETING DETAILS:

In most businesses, if we stick to the basics we can develop a clear plan to increase sales. Most organisations can increase overall revenue by focusing on the following three areas. Increasing the average value sale; increasing the number of times that a customer buys from you each year and increasing the number of clients/customers that you have.

What is your average value sale at the moment?	How many times a year do your customers buy from you?	How many customers actually buy from you each year?
E.g. \$580	E.g. 1.5 times on average per year.	E.g. 5000 customers.
If you had 10 highly effective people brainstorming ideas in each of these areas, what level do you think you could achieve?		
New level	New level	New level
\$ _____	_____ times	_____ customers

Please fill in your information below and fax back to **FKM Global** on **9375 7769**. We will then use the above information to produce your report and have it back to you within 7 days.

Name	Company	Phone	Fax	Email

**FAX BACK TO (03) 9375 7769 TO RECEIVE YOUR FREE 12 PAGE BUSINESS PERFORMANCE REPORT**