

**PROFITABLE
GROWTH**

5 Keys to Increasing Your Profits



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PROFITABLE GROWTH

Increasing Profits

- Increase Volume
- Reduce Costs



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PROFITABLE GROWTH

Understanding your P&L

1. Gross Income
2. Cost of Goods Sold (COGS)
3. Gross Profit (GP) (Income – COGS)
4. Overhead Expenses
5. Net Profit (Net Income) (GP – Expenses)

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Important Ratios & Percentages

Cost of Goods Sold & Gross Profit

These percentages determine the actions needed to
increase your bottom line.



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PROFITABLE GROWTH

The Right PR and Marketing

- Not One Size fits All
- Define Your Market
- Public Relations and Marketing
- Social Media

WATCH OUT FOR SCAMS



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PR & Marketing Evolution

- Communication – the changes
- The Past
- The Present
- Importance of Synergy in Marketing
- Credentials - including certifications, awards, testimonials and service
- The Internet – your Website, Social Media, Houzz



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Key Sales Factors:

- Confidence
- Pre-qualifying
- The Dream
- The Difference
- What you make important
- Change Orders



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Marketing and Sales Tools

- Sales Intake Form
- Lead Tracking
- Email Blasts



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Reducing Costs

- Direct Costs
- Indirect Costs – Overhead Costs

Know which to address

**PROFITABLE
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Production Efficiency

- Your Staff and Project Management
- Your Subs
- Your Systems
- Speed
- Time Wasters
- Attitude and Aptitude



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Decrease Overhead

- Critical Expenses vs Nice-to-have
- Reduce Waste
- Analyze ROI
- Know What Works
- Reinforce Successful Actions
- Eliminate Unsuccessful Actions
- Good organization -> less overhead



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PROFITABLE GROWTH

5 Keys to Increased Profits

1. Understanding your Finances
2. Effective PR and Marketing
3. Effective Sales
4. Efficient Production
5. Streamlined Overhead Costs



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