

Increasing Both the Top & Bottom Lines ©

Objective: The value of a business is often determined by the rate of growth in a company's top and bottom lines. Learn how to advise business owners more effectively regarding how to increase each and to increase the value of their business.

What you will learn:

- The key factors that affect the value of a business
- How to develop the desired "corporate culture"
- Options a company has to increase its revenue
- How to counter an adverse business environment
- Factors to consider in deciding which option to pursue
- When and how a company should increase its prices
- The advantages and disadvantages of implementing a franchising program
- How to create an effective marketing program
- The differences among branding, image, and public relations
- Factors to consider in pricing a product or service
- What expenses should be decreased, and which ones should be increased
- The key metrics to monitor
- How to convert profits into cash flow
- Pitfalls to avoid

CPE: 4 or 8 hours

Level: Basic to Intermediate

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis Gerschick