

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 and help them to increase the value of their business.

What you will learn:

- How to counter an adverse business environment
- Options a company has to increase its revenue
- Factors to consider in deciding which option to pursue
- When and how a company should increase its prices
- How to target, obtain, and cultivate good customers
- How to create an effective marketing program
- The differences among branding, advertising, and public relations
- Factors to consider in pricing a product or service
- How to hire, train, and motivate quality employees
- 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 J. Gerschick

Code: ITBL