

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.

Learning objectives:

- Explain how to counter an adverse business environment
- List the options a company has to increase its revenue
- Evaluate the factors to consider in deciding which option to pursue
- Note when and how a company should increase its prices
- Explain how to target, obtain, and cultivate good customers
- Describe how to create an effective marketing program
- Set forth the differences among branding, advertising, and public relations
- List the factors to consider in pricing a product or service
- Explain how to hire, train, and motivate quality employees
- Note what expenses should be decreased, and which ones should be increased
- Identify the key metrics to monitor
- Explain how to convert profits into cash flow
- Note the pitfalls to avoid

CPE: 4 or 8 hours

Level: Basic to Intermediate

Category: Technical Consulting

Prerequisites: None

Instructor: Dennis J. Gerschick

Code: ITBL