

Montana West Economic Development and
Flathead Valley Community College have teamed up to present:

5 Steps to Profit in Any Economy

Fine Tune Your Business Chassis and Drive More Business to You!

Do you want **more customers** and **more money**? You are not alone. Are you aware you may be focusing on the wrong things?

Learn how 5 areas of your business **produce all the results you want** – and how a 10% increase can have a phenomenal impact on your bottom line.

These **crystal clear bite-sized lessons** can be put to work in your business immediately. Come ready to boost your mindset for Success!

1- Profit Margin – The Most Important Number to Watch and Improve
Learn how Gross Profit Margin will make or break your business

2 – Sales Conversion – The “Hidden Goldmine” in every business
Sales training – Old Selling vs. New and what will work for you

3- Average Dollar Sale – This is the easiest number to influence
Over 52 strategies to raise the value of your average sale

4- Purchase Frequency – Most overlooked way to increase profits
It is 6x more expensive to get a new customer than to sell to a current one

5- Marketing Strategy - Spend your marketing dollars wisely
What makes you unique and how will you powerfully communicate it?

Patrice Lynn, PCC, CPCC
The NW's Most Certified Business & Leadership Coach
Serving the NW since 1988



Designing Success One Business at a Time
www.BizGrowth.Biz

Class Information:

Friday, May 8th

1:00-5:00 pm

*FVCC, Arts and
Technology Building,
Room 208*

*Fee: \$25 includes
class materials and
coffee break with
snacks*

*To RSVP: Contact
FVCC @756-3832*

