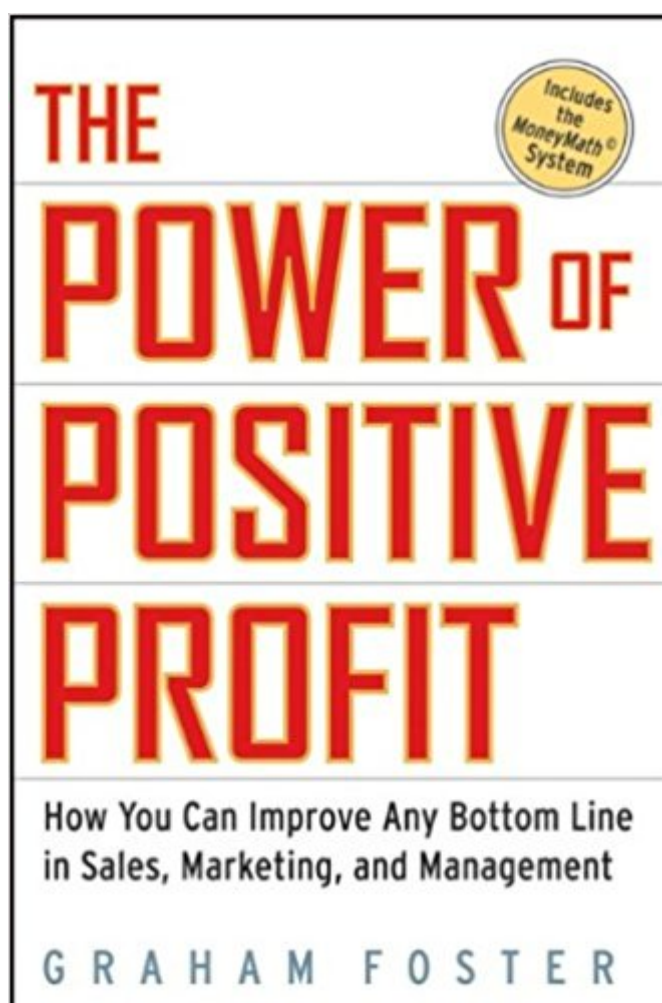


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# The Power Of Positive Profit: How You Can Improve Any Bottom Line In Sales, Marketing, And Management With MoneyMath



## Synopsis

When businesses struggle they often try to make up for it by cutting costs to increase sales, but volume selling isn't real success because you can't do it forever. In this book, Graham Foster shares powerful business lessons on how to sell at the right price and maintain solid margins. This is the ultimate guide to keep your company growing and healthy.

## Book Information

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## Customer Reviews

So, you did what the business professors and gurus recommended—slashed prices and implemented a major volume sales initiative to increase buyer value and gain market share. And it worked, except for a few not-so-small problems: your margins have evaporated, your bottom line wouldn't buy dinner for one at a greasy spoon, and your stockholders are out pricing tar and feathers. Where did you go wrong? In *The Power of Positive Profit*, business expert Graham Foster attacks the issue of false business success promoted through volume selling, cost cutting, or both, and offers powerful business lessons and breakthroughs for making an appropriate profit while maintaining or even sharpening your competitive edge. Proclaiming that managers must never forget that the primary goal of any business is to increase the wealth of its owners, Foster examines the elements of finance, marketing, production, and support functions and presents a balanced profit-based model for the successful enterprise. A clear understanding of the relationship between sales price, margin, and profit is central to the success of any company or individual. Using his disarmingly simple MoneyMath diagrams and charts, Foster leads you step by step through the mathematics of strategic decision-making, exposes the fallacies of the myopic obsession with

market share, and reveals the power of profit to promote genuine competitiveness while increasing shareholder wealth steadily over a long period of time. As Foster lifts you from a sales-only orientation up to the next level on the path to continued profitability, you'll learn straight-forward, commonsense methods for: Balancing your company's selling and management effort Obtaining and maintaining healthy margins in sales Monitoring cash flow as an indicator of financial health Pricing for profit in the market Developing a 'Plan B' as a hedge against tough times Filled with entertaining and enlightening stories about the failures of competitive and market-share strategies and remarkable turnarounds achieved by companies that have implemented positive profit programs, *The Power of Positive Profit* is required reading for anyone who wants to stop being part of the problem and become part of the solution.

It's all in the math! In *The Power of Positive Profit*, a legendary corporate strategist and bottom-line expert reveals how many companies have gotten into serious trouble by trying to gain market share through price and cost cutting. Using his straightforward and easy-to-follow MoneyMath profit charts, Foster demonstrates why companies need to focus on margin when pricing their products or services. Then, he offers proven advice on balancing your selling and management efforts, bullet-proofing your bottom line, enabling sales reps to sell higher, and surviving and recovering from price wars. By any measure, profit is a more important number than market share. Whether you're in a small to medium-sized company or a large multi-national corporation, read *The Power of Positive Profit* and find out how to put raising your bottom line on the top of your to-do list.

**PRAISE FOR THE POWER OF POSITIVE PROFIT**

"This book is a major contribution to business understanding and conduct; the MoneyMath charts alone are worth the cover price!" —Walter J. Reinhart, PhD Professor of Finance, Loyola College

"Brilliant and dynamic—nobody knows business numbers like this!" —Naomi Rhode, Co-Founder and Director Smarthealth Inc., and President, International Federation of Speaking Professionals

Any company in any industry would do well to apply the concepts of this valuable book. More appropriate for upper management than for rank-and-file employees, *The Power of Positive Profit* is essential reading for sales and marketing teams as well. This work dispels the myth that price discounting is the best method of improving top-line performance, and it teaches the truly beneficial practices that lead to sustainable fiscal health. If you want to know exactly how to increase profits without hurting your customers or your company, click "buy" now.

Like the complete view of money math and have already been looking and talking to other Managers about why we do the things the way we do.

This is an amazing book. It really works. My business was losing 1 million dollars a year and I was close to closing the doors. I applied the methods in this book and WOW my business started changing overnight. In less than 8 months I am now making a healthy profit. Thanks to my friend who gave me this book. I will never look back I will be in the Black from now on

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