

Shocking Report

The **7** BIG MISTAKES...

“That 72% of
Business Owners
Are Making
That is Costing
Them a Fortune in



**Lost Sales, Lost Profits and
Lost Business Opportunities!”**



“SHOCKING REPORT”

Hello and welcome,

“The 7 Big Mistakes That 72% Of Business Owners Are Making That Is Costing Them A Fortune In Lost Sales, Lost Profits And Lost Business Opportunities”...

And – how YOU can avoid them – now!

As you read through these **7 BIG MISTAKES** – and the solutions to the problems they create – you’ll immediately be in a position to make more money – more easily – more often.

In fact...

It’s the lack of knowledge of these mistakes that costs business owners a fortune in lost sales, lost profits – and perhaps most importantly; lost business opportunities.

So often I’ve seen business owners struggling with their businesses – often having a large overdraft, they’re struggling to pay the bills, waking up stressed out every morning of their lives and knowing that they are seriously damaging their own health and their family’s future. Many of them not knowing where to turn to for practical advice, and a guiding hand to enable them to steer the course of their business in order to make them more profits and live a successful and happier life.

I've made this report as brief as possible whilst still giving you everything you need to know about the **7 BIG MISTAKES**. No padding or waffle – just useable, practical ideas that you can put into action – immediately!

This report is based on research that I carried out, of 105 small and medium sized businesses which have ranged in size and differing industry sectors and in this way gives an exceptional view of a cross section of businesses operating today.

Firstly...

Let me give you some background, I'm Paul Davis, a management accountant and a certified management consultant, and I've worked with 100s of businesses over the last 7 years since establishing my own business.

In order to guarantee results for my clients I developed a system which has had a 100% success rate.

I've turned every loss making company into profit. One, a national retailer had **losses of €500k which I helped turn into a €2m a year profit.**

Another, a manufacturing and construction company had **€450k losses which I helped turn into a €750k profit.**

Other businesses in their own words were “stuck”. The business owner was working 60+ hours a week and not achieving the results they really wanted.

I helped these business owners achieve a profit growth of 20%+ and most importantly thought them the skills and tools they needed to **sustain long-term profitable growth.**

And on a personal note my clients also told me that they finally felt that they were in complete control of their businesses and they **no longer had to work crazy hours** to keep the business going.

They finally achieved their original goals of **more freedom and more money.**



So why am I telling you this?

Because having worked with so many business owners I believe there should be more for you. How businesses are run and the methodologies for making them profitable is universal no matter what industry you're in.

I've worked with all types of businesses from retailers, professional services, construction, manufacturing, designers... So I know what works and what has been proven.

“Then why would Paul GIVE me this report containing full details on the 7 BIG MISTAKES and how I can avoid them and make more money, more easily, more often?”

Now – you may not have phrased it quite like that – true?

But – you still knew deep down inside that I must have had a good reason to take the time to find out from my experience in business and of dealing with clients over 9 years – what were the 7 Big Mistakes (and how to avoid them) and take the effort to write this report, create the website and all the marketing messages – yes?

Well here's the reason:

The reason 'WHY' I wanted you to have this report was to do a number of things, important things:

- I only wanted to give this report to someone who was serious about increasing their business profits and personal earnings.
- This report would, I hope, show you, as you read through it, that I do have some great ideas; practical ideas; about how to help a business (and its people) make more money, more easily, more often.
- Once you read the report you will be more positively inclined to take a look at my major systems for building Your business.

“

Paul exemplifies credibility, reliability and complete thoroughness and the business skills that he brings to an organisation are invaluable. ”

Deirdre Meghan
Managing Director
Meghan Group

Does that all make sense to you?

Great.

So – will you?

If you would like to know more about my business building systems then just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

So let's get started...

In order to make sure you're not making the same mistakes as the 72% of the businesses that we surveyed, I've detailed below the top 7 big mistakes that our research has found in businesses, what the impact it has on your business, and what you can do about them if they exist in your business.

“

Paul Davis is one of the top consultants in Ireland. Don't let this gift opportunity pass you by ”

Mary Eastwood
Managing Director
Albrite Training

BIG MISTAKE # 1



“

What are you aiming at?

”

Have you got a Vision for the business?

By this I don't mean something that you put together in an 'away day' or have dreamed up with a marketing expert, put in a frame and either hang it in a prominent position in the reception area or worse still, keep in the bottom drawer of your filing cabinet.

A vision is a statement of where you're trying to bring your business to. It's a picture of what your business will look like in time to come. This might be 2 years down the track or 5 years. It's got to be able to paint a picture in your own mind of what you're trying to achieve.

A vision needs to reflect your own core values and what is important to you in your business – it's the main reason why you were passionate about setting up in business in the first place and the difference you wanted to make within your environment. Let's look at an example of a vision from one of our well known Irish business owners – Pdraig O'Ceidigh, Aer Arann...

“ My original vision was to become a safe, reliable, profitable service to the Aran Islands.

Then the vision became Ireland's internal airline and now my vision is to become the best regional airline in the world.

”

As you can see, it's ok for your vision to change over time just like Pdraig's did. As you achieve your initial vision, it then becomes necessary to stretch yourself again – being a true entrepreneur means constantly striving to be the best in your field and evolving as the environment changes.

For those of you that play golf – you wouldn't play golf in the dark as you wouldn't be able to see the flag!

The purpose of having a vision is to have something to aim towards.

When you get into your car, and your Sat Nav asks where do you want to go today? – do you give it vague directions in order to point your car in a particular direction – No.

I guessed not – your Sat Nav needs you to punch in the exact address of where you want to go.

By having a vision it acts as the Sat Nav in your brain. The clearer you have the *address* of where you want to go with your business, the faster and more focused you will be in getting there. And I choose to believe that what you *focus* on, is what you get.

But a vision is not something that you put together and file away.

It's much more than that – it's the picture you paint for your staff and everybody that's involved in helping you achieve your vision. By them knowing where you want to get to, results in everybody being aligned to your focus.

The more aligned everybody is, then the more they can help you achieve it. It's something you refer to as often as possible in order to make sure everybody is singing off the same hymn sheet.

On May 25th 1961, President John F. Kennedy gave a speech to Congress where he said "I believe that this nation should commit itself to achieving the goal, before this decade is out, of landing a man on the moon and returning him safely to the Earth."

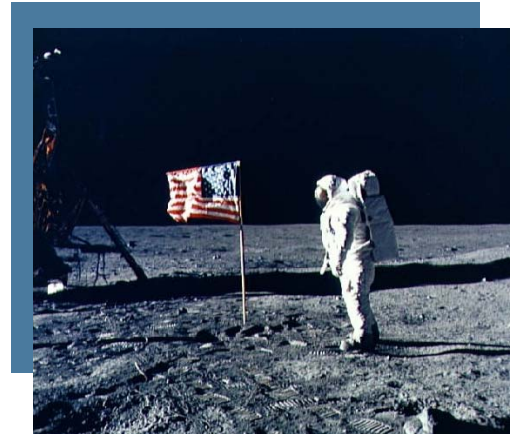
Everybody thought it wouldn't be possible but it became the birth of something much greater.

“
Paul has made it simple
for me to best move
forward with my
business.”

Phelim Pekaar
Managing Director, P3

One reason why President John F. Kennedy put this vision together was to get the whole population out of the recession and get them focused on a higher goal – it was to get people stimulated and to create focus and an excitement that energised the American economy at a time when it was much needed.

Kennedy's vision became a reality on July 20, 1969, when Apollo 11 commander Neil Armstrong took a small step for himself and a giant leap for humanity.



On August 28th 1963, Martin Luther King, Jr. delivered his “**I have a dream**” speech on the steps of the Lincoln Memorial, where he painted the picture for his America, where he put such clarity on what it would look like.

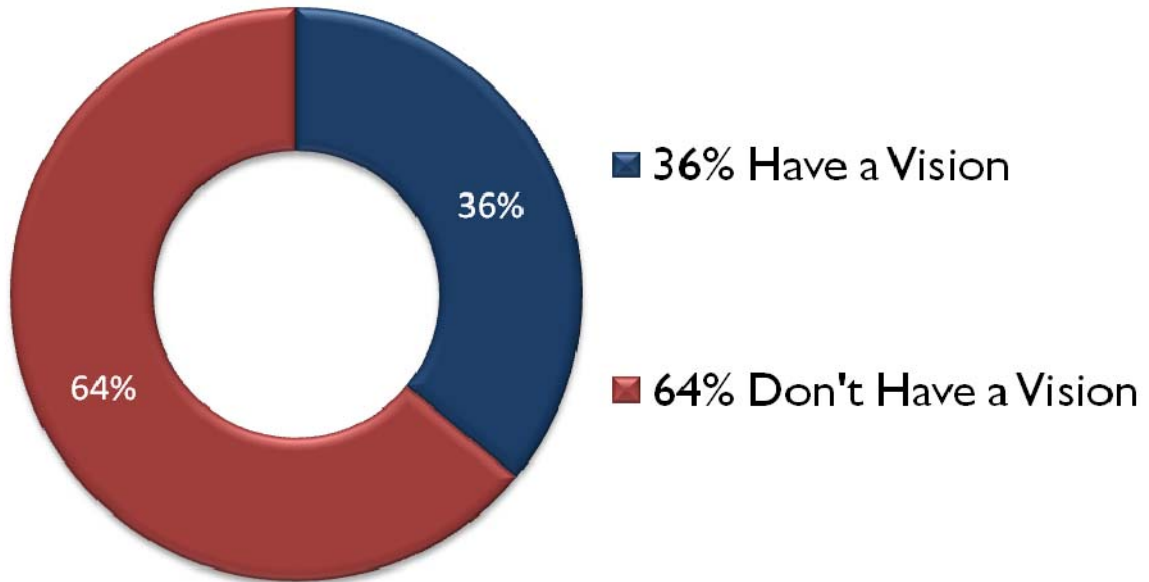
On January 20, 2009 President **Barack Obama** was sworn in as 44th President of the United States.



Your vision is your first step in determining your strategic plan.

Develop your goals and plans for growth!

Of the 105 SME Businesses Surveyed...



Know how to analyse your business and develop a structured road map for your business into the future which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

BIG MISTAKE # 2



“

Knights of the Round Table

”

Are you having strategic meetings?

Let me explain...

The majority of businesses have meetings even if it's a brief 10 minute meeting.

However... there are two distinct types of meetings.

There are operational meetings – which focus on the day to day matters that need to be carried out such as plant production in a manufacturing facility, drawings and plans in a architecture practice, client accounts in an accountancy practice... you get the picture.

But operational meetings look at day to day items. When therefore do you look at strategic issues, review your strategic plan, your vision? – how do you work *ON* your business.

These are what I call Steering Meetings or Strategic Meetings.

If a captain set off from Dublin airport heading for New York but half way across the Atlantic a hurricane was heading towards New York – he would have to change course.

This is one of the purposes of Steering Meetings – they constantly review where you’re trying to get to, where you are with your plan, and whether you need to change course to weather the storm.

“But meetings we’ve had in the past have fallen apart because nobody was contributing and they were a waste of time” – I hear you say!

But that’s where running meetings is an art.

There’s a structure to a meeting and key elements need to be present in order for them to work effectively.

Let’s look at...

What are the benefits of meetings?

Well, for one they are a forum for communicating in the business.

“But we communicate extremely well in our business”.

I’ll let you into a little secret – every company that I’ve gone into, the owner has said the same thing to me.

However when I interview the staff on a one-to-one basis, I’ve yet to get a staff member tell me that they’re happy with the communication in the business. They don’t know what’s going on.

And that’s because what the owner feels is important for the staff to know – is different to what the staff want to know.

By having effective meetings – it bridges that gap.

It gets people talking and sharing ideas for improvement in the business.

The synergy effects come into play whereby the effective team meetings accomplish much more than each individual working separately.

In order for meetings to work well, you have to have clearly defined roles for the members of the meeting.

You need to be able to audit the meeting so as to determine what’s working well and what could be improved.

“
Paul takes the fear out of
business as you quickly
learn that it is a simple
game to play.”

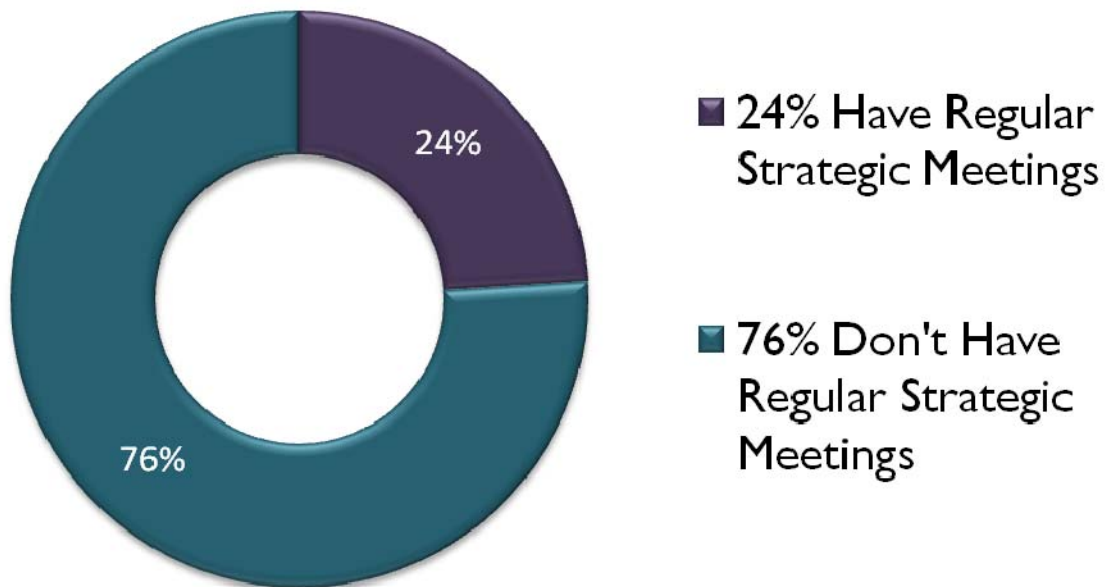
Ken Murray
Managing Director
Castle Mechanical Handling

The timing of meetings is important so too are the rules of engagement.

Rather than you as owner manager taking on all the responsibility of doing everything, coming up with the opportunities and having to solve everybody's problems – meetings are one of the tools in your toolbox to delegate these tasks to your staff.

Create a foundation for action!

Of the 105 SME Businesses Surveyed...



Know how to have effective meetings and be able to have your staff involved in bringing your business forward into the future which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

BIG MISTAKE # 3



“

Foreign Language

”

What's meant by effective communication?

When was the last time you gave an instruction to one of your members of staff and what they produced was different to what you expected?

Quite recently I suspect!

Or have you ever walked into the office of one your managers with a great business idea only to be greeted by complete negativity, a complete lack of enthusiasm or a reaction that you were least expecting?

The thing is... We're all different.

We communicate in different ways and we all approach things differently, and we all think things through in our own way and a way that we're comfortable with.

But what if you were able to communicate with everybody that you meet in such a way that they completely understood what you were explaining or were even encouraging your new ideas rather than being negative.

What difference would that make?

If you were to communicate effectively with potential clients / customers so that they could really see the benefit of your product or service – what difference would that make to your business?

There are many different facets when it comes to communication and negotiation, and one of these is understanding personality types.

At some stage in your life you may have done a personality type assessment of some sorts.

But let me explain...

And get rid of some of the myths about personality type assessments. Firstly they do not measure stress, emotions or maturity. They don't indicate a level of intelligence or skills or suitability for a job. And they definitely don't assess a psychiatric disturbance.

They do however indicate your preferred way of thinking and behaving.

This in turn helps you to be more successful and to deal with other people easier and better.

Much more than that however, it reduces stress and enables people to get on better.

By knowing how people think and behave, you're in a stronger position to get the best out of them.

Imagine how you could make your conversations, not only with your staff better, but also with your clients / customers, suppliers and partners.

There are a number of different types of personality type assessments out there.

The ones best known are Myers Briggs MBTI Type assessment, DISC or the Enneagram.

Each assessment tells you different aspects of yourself and other people, and how best to work with each type.

“ Paul was extremely knowledgeable and helpful with all the challenges I presented him with. ”

Emer Jameson
Managing Director
Independent Directory

Have you ever walked out from a client meeting only to say – what the heck happened there!

Or better still walk away from another similar meeting to be buzzed up and feel like you and your client were totally in sync with each others way of thinking.

No reason is apparent.

You operated in the same way, went through the same material on both occasions and probably even tried harder to make it work in the first scenario.

This is down to quite a number of different factors. However you can rest assured that by knowing how to interact with each of those two different clients would make a huge difference to your bottom line!

By not having a method of effective communication and deriving real value from your conversations, you're losing €1,000s every time.

Your first step is to start investigating yourself and find out more about yourself. What works and what doesn't work.

You never stop learning in business and the day you do, is the day you become stagnant.

Much more than that however – you never stop learning about yourself. It's fascinating and an endless journey of discovery.

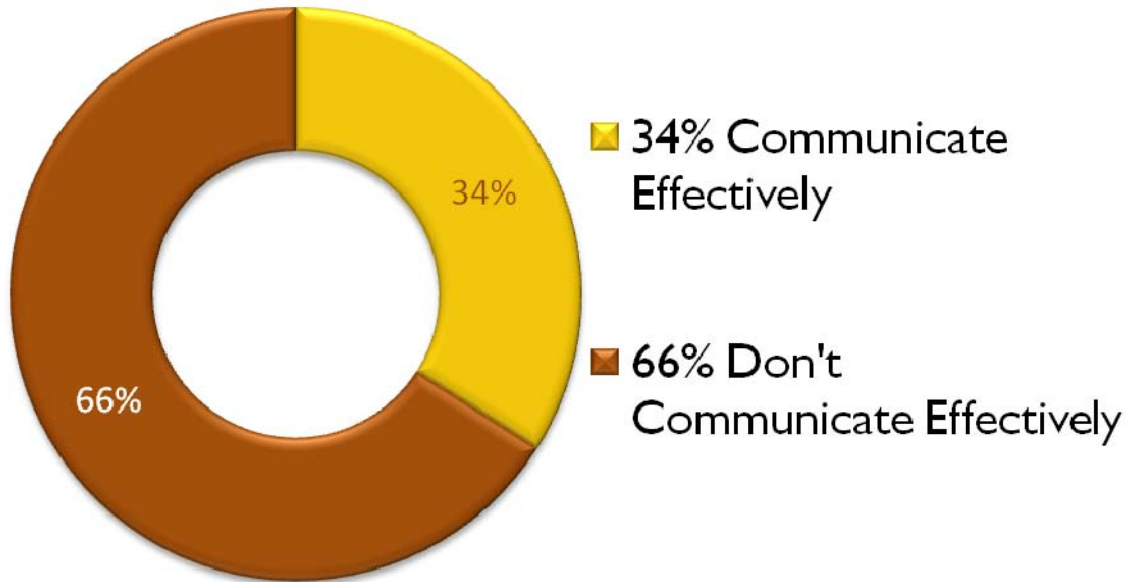
“

I would highly recommend Paul to anyone in business.”

Shane O'Reilly
Director
SOS Property Services

Negotiate and influence for success!

Of the 105 SME Businesses Surveyed...



Every successful business person, at some stage in their life, has admitted to themselves:
I have to know – how to sell!

But – the real skill; the skill and mindset that will see you join the ranks of the wealthy... is NOT selling – it's allowing people to buy.

Click here to make more money, more easily and more often – and how you can avoid even more mistakes:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

BIG MISTAKE # 4



“
Peak
Performance
”

Do you think you get the most from your staff?

Could it be better?

One last question...

Do you have a performance management system?

If you do, then great. You're one of the few 24% that do have one!

Let me explain...

Can you remember when you yourself were an employee. It may have been some time ago but that's ok.

What was it like being an employee?

Some of the things that might be going through your head will range from *“it was good”* right through to *“I couldn't wait to get out of there”*.

And some of the reasons may be because you didn't know what was going on in the business – you didn't feel part of the business, you didn't feel appreciated, you didn't know how you were doing...

Or your boss may have been a complete autocrat or control freak even!

Sound familiar? What do you think your staff are saying about you?

The point is...

By having a good performance management system in place in your business – you get to rectify this.

Your first step is to clearly define what the roles and responsibilities of your staff are to be.

What your expectations are.

Even though you *may* have an employment contract for each of your staff, that's only the tip of the ice berg.

I say *may*, because even though it's a legal requirement to have an employment contract for each staff member, many businesses don't. But that's for another day entirely.

With having clearly defined roles and responsibilities you now have something to refer to in your staff performance review meetings. The reason being is that the majority of the time peoples roles change. They take on different work or their performance in some areas starts to wane.

By having a document that you can refer to at these meetings means you can correct the course.

How often...

I hear you say. Well I recommend that you should meet with your staff to review their performance and responsibilities at the very least once a quarter.

And I can also hear you say but I don't have the time to sit down with all my staff once a quarter!

The thing about it is – you can't afford not to!

You see the main reason why I get this reaction is not really because owner managers don't have the time – it's more about they don't really want to, or **they don't know how to**.

“ Paul has given me the direction, vision and tools to lead the business towards a solid future even in a difficult climate. ”

Martina Wyse
General Manager
Flannery Nurseries

And yes it can be very difficult to have these meetings but once you start having them – you’ll never stop – because the rewards will be extraordinary.

And just to dispel another myth – these conversations are not about money.

That’s right...

Your discussion is about **performance** not money!

If you have a lot of staff, a great way of spreading these meetings out is to have them every quarter, commencing on the anniversary of when each employee started.

If you have a lot more staff – then it’s time for your next level of management to roll the performance management system out to the rest of the staff.

“

Paul has really helped increase my confidence in business. ”

Jenny Rush
Director
Minerex Environmental

Do you remember your boss...

Do you remember earlier I asked you about the last time you were employed and what it was like?

Well when it comes to managing staff – there are different generations!

The people entering the workforce now are classified as generation Y and Z.

Before that there was generation X.

Each has different needs when it comes to being managed in business and I would suspect that these needs are far different than those of your own.

By understanding what techniques need to be applied when it comes to managing staff and marry this with an understanding of personality types and communication styles as expressed earlier, you are long on the way to being an effective manager.

As part of a performance management system, the idea is to set goals for your staff. In this way you’ll stretch their capabilities and achieve far greater results.

These goals should be tied in with your overall vision which I spoke about earlier.

Now do you see how everything fits together and the difference each would make to your business?

Effective feedback is critical in any performance management system. This entails having a conversation with a member of your staff where you feel performance needs to be improved or behaviour needs to be corrected.

In order to get this conversation right – you need to open the conversation with something positive about that staff member.

Then it needs to focus on the behaviour that requires addressing. The point here however is for you to do less of the talking, and for your staff member to do more. The only way to achieve this is by asking open ended questions.

“

I highly recommend Paul to anyone in business.

”

Sharon Tinkler
Owner, Stepping Out

How do you feel about... what do you think the consequences of this behaviour are... what do you propose doing to correct the situation...

You get the picture.

When it comes to a business where family members are on the payroll, then how do you cope with this?

An example of this becomes apparent when there is a certain measure of stifling creativity going on.

Family members tend to avoid constructive challenging conversations in order to avoid conflict between members of the family.

This just leads to a level of passivity; which is bad for business.

Good performance management is critical in any business. But more so in my opinion when it comes to a small to medium sized business.

Why...

Because with a small business, you don't have the luxury of having a HR department to look after things.

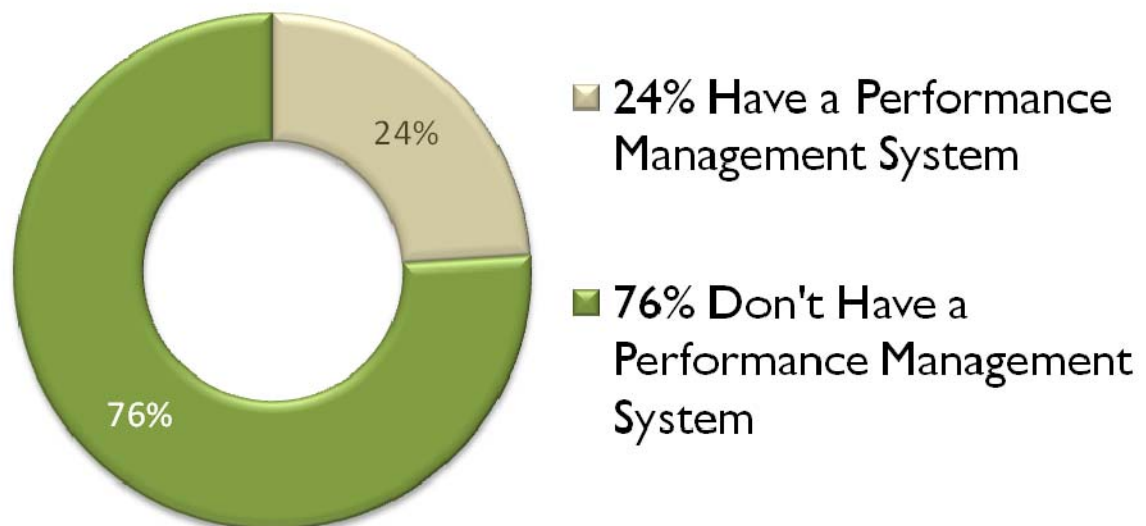
You also don't have the resources to increase staff numbers in order to allow cover for when performance is weak.

Therefore it's critical that you get it right for your business.

It's tough at the start but you'll reap the rewards... and much more than that... you'll reap the profits.

Manage your people for results!

Of the 105 SME Businesses Surveyed...



Know how to manage your staff better, get them motivated and increase their performance, be able to have those difficult conversations with confidence, and to have them involved in bringing your business forward into the future which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

What difference would that make to your business?

BIG MISTAKE # 5



“
Keeping
Score
”

Poor financial reporting

Now you might think that just because I'm a management accountant – that this is the only reason why I believe this is a critical mistake.

But the truth is...

In every turnaround situation I've been involved in – it always gets down to the numbers!

I've seen so many small businesses being managed on the basis of what the balance says on the bank statement.

Now I can be an “*accountant*” and go on to explain that the balance in the bank statement never shows the true picture. You have to take into account all the cheques that haven't been presented to the bank and therefore which haven't been accounted for when you look at your bank statement. And much more...

However, with good financial reporting in a business, you get to see in black and white what the position is and the health of your business.

Now you may have this as a gut feel. But it never ceases to amaze me when a set of figures is put in front of a client – the look of shock on their face.

There's something about seeing the figures in black and white that has a major impact on how you manage the numbers aspect of your business.

So let's start...

What do you need to know?

First of all you need to familiarise yourself with the terminology that is used when it comes to financial statements.

Once you have that under your belt, then it's time to spend time getting to know how to read the financial statements of a business and what each report tells you.

“

Paul has had a great influence in the success of my business.

”

Sean Flannery
Owner, Flannery Nurseries

Finance is a bit like a foreign language (and you may be right there!).

But when you go to learn a foreign language – it's difficult at the start. But the more you begin to learn, the more confidence you have when engaging in a conversation.

What better way to have a conversation with your foreigner (I mean your accountant!!) than when you know what it all means.

The more you know – the more you can ask and understand what the impact is on the business.

Warren Buffett – the world's richest man picks stocks with his ability to read a business's financial statements – what difference would it make for you?

Once you understand the terminology that is used, and the different reports – you then should understand how each business transaction impacts on the financial figures.

This can be as simple as understanding VAT (Value Added Tax) and how it is handled right through to how when you purchase a piece of machinery – what impact does it have on the profits?

Once you've got a good basis of accounts and understanding how to read the various financial statements of your business, it's then time to put in place the reporting that means something much more to you as a business owner.

By this I mean what we accountants call KPIs – Key Performance Indicators.

These KPIs – if they're designed in such a way – can instantly tell you the health of certain aspects of your business.

Take the airline industry for example – one of the KPIs used in the airline industry is 'turnaround time' or exceptions to an agreed turnaround time.

Why – because when an aircraft is on the ground – it's not making money, in fact it's costing money.

If a flight is delayed or takes longer than it's scheduled to take – passengers aren't happy.

So a key marker in this industry is – 'turnaround time'.

Once you develop a set of KPIs for your business – just by getting these numbers on a regular basis will tell you what's happening and how healthy that part of the business is.

The more regular the KPI is produced – the quicker you can do something about it to improve it.

It also enables everybody in your business to focus on what is key to your business.

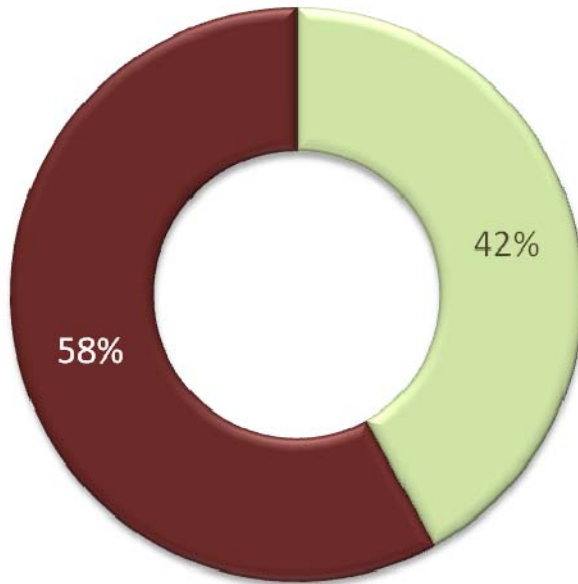
Master your money for efficiencies!

“
I've never experienced such an amazing energy and positive feeling in response to Paul, his delivery and empathy.

”

Sadhbh Fitzgibbon
Owner
Sky Interiors

Of the 105 SME Businesses Surveyed...



■ **42% Have Good Financial Management**

■ **58% Don't Have Good Financial Management**

Know how to avoid the traps of losing money, learn the things your accountant won't tell you, and know how you can increase your profits which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

BIG MISTAKE # 6



“
 Something
 Different
 ”

A lack of planned innovation

The reaction I normally get from small business owners is that innovation is not for them.

And that innovation is really only for the big boys!

However without innovation – your business is standing still.

The businesses that don't systematically innovate are the ones that are left behind. And they're the ones that are in a reactionary mode when it comes to the economy.

Have you ever looked at some businesses and wonder why they still do well when the general economy is in a downturn?

It's because they innovate.

What is it...

Innovation is about doing things differently and doing things better.

All businesses can innovate.

Whether it's a new product or service or whether it's how you can improve your product or deliver your service in a different way.

How can you do things more efficiently?

Cheaper?

What new systems could be implemented?

What manual tasks or processes are being done that could be done smarter or even automated?

Take a look at your processes and see how it could be automated.

This might mean putting a piece of software in place in order to carry out a function. But how much in the long run would you save, as well as knowing that the system carries it out the same way every time.

The more you get a system to look after something, the less you're reliant on a member of staff to remember to carry out the process.

How can you offer your products or services in a different way?

What new products or services can you introduce that complement your existing offering?

For example...

Feargal Quinn, founder of Superquinn supermarket chain, in his book, *Crowning the Customer*, described his butcher counters, where customers went and interacted with a real butcher to get their meat cut or to get advice about how to cook it. For him this was one of the cornerstones that set him apart from his other supermarket competitors.

By listening to some of his customers, however, he realised that not all of his customers *wanted* to talk to a butcher. Some of them were looking for a much quicker and more convenient service, and indeed some of his customers didn't really like talking to people. On a trial basis in one of his stores he introduced pre-packaged meat in the refrigerated section, amid concern that it might take away from his existing butcher's counter and that, in fact, it could change customers' perception about his being a true fresh-food shop.

“

Just do it! It is well worthwhile taking the time out of your business to give you the tools to work on your business given by someone with passion and experience. ”

Cecil Shine
Owner
Minerex Environmental

The trial proved to be a resounding success. He increased his meat sales without taking anything away from his butcher counters, and he had opened up a whole new facet of business he hadn't realised was there.

Brody Sweeney, founder of O'Briens Irish Sandwich Bars, explains in his book *Small to Tall*, where he used the basis for changing how he sold sandwiches, which initially were only sold on a made-to-order basis. He perceived, that it was the essence for his business. On a trial basis and on the back of reading Fergal Quinns story, he put in a pre-packaged sandwich counter with exactly the same results that Fergal Quinn got. It took nothing away from the core business, but opened up an additional, profitable revenue flow.

How can you take from other businesses and adapt your own product or service to open up new revenue streams?

But where...

Do you get ideas in order to be creative or to come up with innovative ways of doing things.

We'll start by asking your staff.

It may have been a while since you yourself carried out a process that one of your staff now carries out. They may be exposed to a lot more technology than you and may know how something could be done better.

Your first step is to ask. Talk to your staff and those around you.

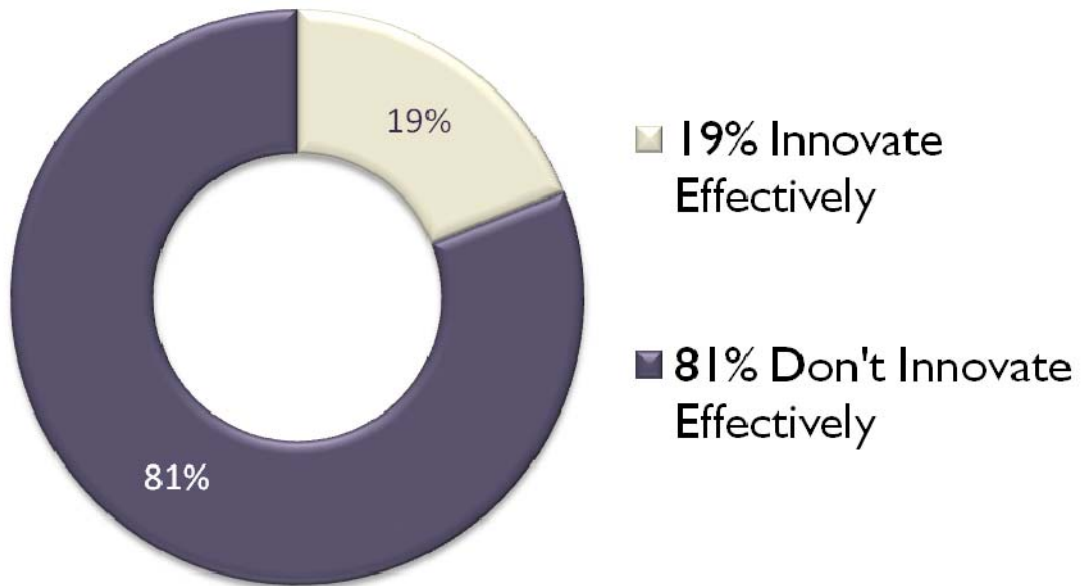
Don't be left lagging behind – otherwise your competition will soon be ahead of you.

“
Met all my expectations
and thoroughly enjoyed
the experience.”

Eleanor Murphy
Managing Director
Master Management Ireland

Evolve new ideas into new opportunities!

Of the 105 SME Businesses Surveyed...



Know how to think laterally and creatively so as to make your business more efficient and bring new revenue streams to your business which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

BIG MISTAKE # 7



“

Getting Out There

”

Not having a measured, sales and marketing strategy.

Well we're on the last BIG MISTAKE. And by no means is it the least important.

All businesses tend to do a level of sales and marketing. But the real question is – is it measured?

Can you see the tangible results to determine what has worked?

I could tell you now – you could slash your marketing budget in half – yes half, if you have a proper focused and measureable marketing strategy.

A lot of businesses have sales targets. But this is only a score card of how sales are going.

What it doesn't break down is how those sales are going to be achieved. By so doing – you take the *hope* element out of your sales forecasting.

What I find in a lot of businesses, and the survey results confirm this – is that businesses go through what I call a feast and famine cycle.

By this I mean, that when a business is in a famine revenue cycle, they then go out and do a lot of marketing activity and this brings in the business. And behold they have a feast!

And now that the business is coming in, they then take the foot off their marketing pedal. This then leads to a famine again.

So then they go out and do a lot of marketing activity and this brings in the business. And behold they have another feast!

So now that the business is coming in, they then take the foot of their marketing pedal again... you get the picture!

In order to get consistent results you have to be doing a level of marketing **all the time**.

But more importantly it has to be measured.

What's the point in spending money on marketing if you don't know what results you're getting?

Much more importantly – what's the point in spreading your marketing budget over several different avenues when there may be one that is producing consistent results.

There are over 100 different ways as to how you can get more business, get more clients, get more customers... and they don't cost a lot of money, as a matter of fact, the majority of them don't cost any money at all.

Here's the golden rule:

Spend the money where it's producing the results.

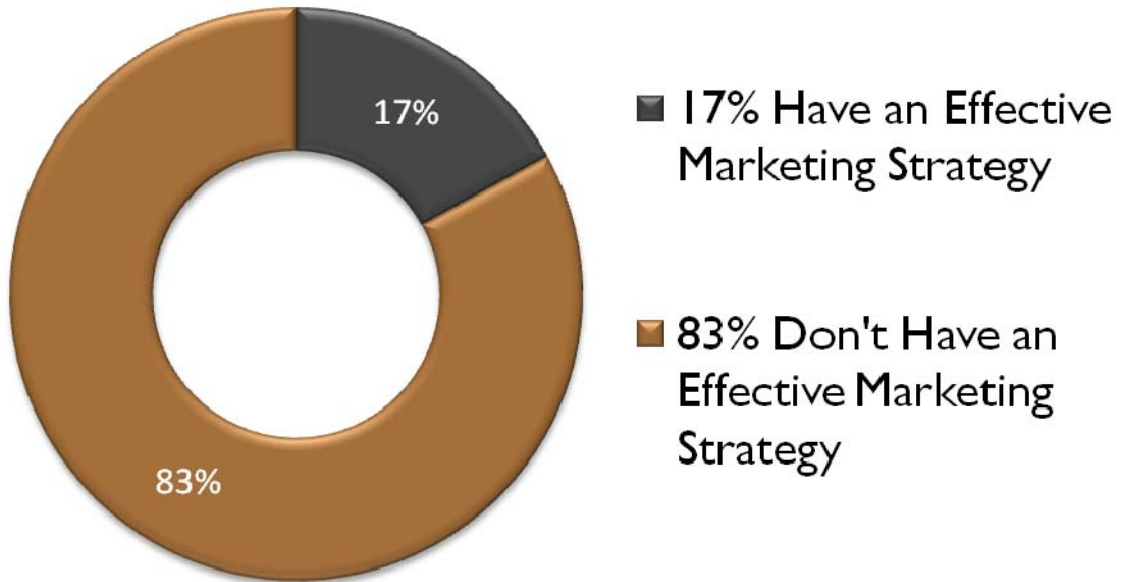
And before you can do this you have to measure it!

“
This has been a positive
life changing experience
in both a business and a
personal sense ”

Eddie Grace
Managing Director
IBC Limited

**Create and strengthen customer
relationships for a new level of growth!**

Of the 105 SME Businesses Surveyed...



Know how to cut your marketing spend and yet increase your turnover, get more business, more clients / customers, and permanently get out of the feast and famine revenue cycle which will make you more money, more easily and more often – and how you can avoid even more mistakes – just click here:

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

Is this you too?

Here's how I think about business – and I believe you do too; otherwise you wouldn't have read all the way through this special report:

- ☑ I'm interested in increasing the profits of my business
- ☑ I'm always keen to increase my personal earnings
- ☑ I'm one of the select group of achievers who do take the time to discover real-world proven ideas that help me be even more successful than I am today
- ☑ I want to avoid 'silly mistakes' by learning from those who are already very successful
- ☑ I know I make a real difference to my clients' lives and deserve to rightfully and richly be rewarded for my efforts.

Then... here's how it is:

I'm certain you'll want to discover:

- ☑ How to **get paying customers NOW** and consistently
- ☑ **Have clients coming to you** rather than having to attend endless networking meetings, or having to make the dreaded 'cold-calls'
- ☑ **How to triple or quadruple your fees** without having to work longer hours, and having your clients delighted to pay your fee
- ☑ **Close the sale faster** – no more I'll think about it – or frustrating delays while you wait for a decision
- ☑ **Make your service stand out** in your industry and in the marketplace
- ☑ A plan and structure, identifying the short term challenges and setting a **clear direction** and path for your business
- ☑ **NEVER have to worry about having enough clients** ever again
- ☑ Learn how to **handle your time more efficiently** so you actually have time for MORE clients and more revenue
- ☑ Know how to **develop your business and have a clear focus**

“

The main reason I started working with Paul was so that I would not stagnate. I needed to develop managerial skills and financial skills to move my business forward and make it viable into the future.

I have implemented maybe 4, 5 or 6 things in the office and you can see the changes that are being made on a day to day basis.

Now I am in charge and I actually have a steer on my business that I didn't have before.

Paul has exceeded my original expectations.

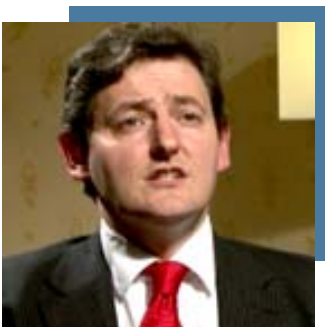
I would highly recommend Paul to anyone in a similar position to me with no background of business experience but equally to anybody who maybe thinks they have the business experience but need a refresher and need a reminder.

”



I have become a boss whereas before I was a solicitor in a practice.

Deirdre Burke
D.M. Burke & Co Solicitors



It's a mini MBA, but practical

“

Paul helped a techie become a better manager. Great and would recommend him to any small business owner.

”

Peter O'Neill
Managing Director, Invotech



*has exceeded
my
expectations*

“

I was very fortunate to have come across Paul as he has transformed my thinking and the way I manage our business. **I would whole heartily recommend Paul to all owner managers** of small and medium businesses as it will provide them with an honest and impartial support to improve their business. I have thoroughly enjoyed working with Paul and have received enormous benefit to help me in running our company.

”

John Coffey
Managing Director, GC Technology

“

The inspiration, focus and re-education I have received from Paul has I strongly believe **already paid huge dividends**.

This is for professionals, senior managers and the self employed. Highly relevant and practical, particularly in these tough times. I would consider it to be of the most worthwhile investment of my time and energy. I would like to let other business owners know that the returns will be almost immediate and I'm sure long lasting. I found Paul to be thoroughly helpful and a worthwhile experience delivered by a professional who knows how to help, evaluate and re-invigorate senior managers in today's business climate.

”

Alan McGuirk
General Manager
Time: Bar + Venue Night Club

“

Paul has been instrumental in helping me to develop my business at a time when I could not see how to grow it further.

Paul is a **classic lateral thinker, providing stimulating ideas** to help to look at obstacles from a different perspective and is thoroughly engaging & personable.

”

Michelle Byrne
Managing Director
Axiom Design

Why don't people buy from you?

How can you make your business a success?

I know the answer and it's going to shock you just how simple it is.

Here's what one client told me:

After using Paul's 'value pricing strategy' idea my profits increased by 178% - profits not turnover!

And what's even better...

This one idea and everything that goes with it, can be used by any business; including yours; regardless of size, product / service range or market.

Just wait till you unleash the power of the '**value pricing strategy**' in your business! And that's just one of hundreds.

So here's a question for you:

If you're serious about making more sales / profits / personal earnings than ever before – will you take just a few minutes and go ahead and see that it really can happen just so easily now?

Yes! Then here's all you need to do. Just click this link – and you'll have immediate access to all the information you need.

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

I wish you every and continued success in generating more money – more easily – more often and to you living even more of the life you know and deserve.

Here's to Your Success!



Paul Davis FCMA CMC
Business Growth Specialist
Davis Business Consultants
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Email: paul@davisbusinessconsultants.com
www.davisbusinessconsultants.com

About Paul

Paul is the leading business growth specialist in Ireland and has turned every loss making business he worked with into profit and is known for being a classic lateral thinker, his strong commercial acumen, and his exceptional ability to identify and deal with the bottlenecks of a business with his down to earth approach; whatever they may be.

Paul's insights cover a wide spectrum, from knowing exactly what needs to be done with a business, to staff suitability, to improving the odds on an important business decision.

That's why top executives and CEOs, business owners, and entrepreneurs are calling on the remarkable insights of Paul Davis.

So how does he do it? Is it because he's the 7th son of a 7th with unique powers? A highly tuned-in business growth specialist with exceptional intuitive abilities? A savvy mastermind with a skewed sixth sense? Whatever it is, Paul seems to work on a number of different levels with clients, and their businesses improve significantly very soon after he starts to work with them.

New business opportunities seem to appear out of nowhere for clients and former and current clients describe Paul's hit rate as "awesome," "amazing," "unbelievably accurate." Some go so far as to say they will not make an important business decision without consulting him first.

There's no coincidence Paul has turned every business he's ever worked with into making substantial profits. Combining his unique abilities with his business growth expertise and practical approach to developing businesses, he is definitely a force to be utilised to gain a competitive advantage.



Paul Davis FCMA CMC
Business Growth Specialist

Having trained as a Management Accountant and become a Certified Management Consultant, Paul worked across a wide-range of industry sectors, including: consultancy, construction, high- and low-tech manufacturing, service, and nationwide retail.

Paul soon became disillusioned with the lack of practical resources available to help business owners develop their business and the so called expert advice, and so established his own business in 2001 to help business owners really solve their biggest concerns: how to get more business, profits, focus and time; break through the barriers and reach the next level of growth.

In addition to being a member of the International Coach Federation, Paul is a Certified Management Consultant, an NLP Business Practitioner, a fellow of the Chartered Institute of Management Accountants, and a FÁS and NUIM approved trainer. As well as running his own successful business, Paul is also a business mentor for Enterprise Ireland and Dun Laoghaire-Rathdown County Enterprise Board.

100% success rate at turning businesses around and increasing fees for clients by an average of 274%

To date, he has supported countless organisations and transformed several unprofitable enterprises into multi-million Euro successes. And unlike many other consultants and training providers, Davis Business Consultants is recognised as an approved training organisation by FÁS, ILM, and FETAC.



Published Articles

Paul has had many business articles published in countless publications including; The Sunday Times, The Law Society Gazette, Architecture Ireland, Interior Architects Inside, The Professional Insurance Broker, Risk Manager, Women Mean Business and Woman's Way.

http://www.davisbusinessconsultants.com/published_articles.htm

Regular Business Advice Newsletter

Paul circulates a Business Advice newsletter specific to small and medium sized businesses and professional services, with relevant practical tips that owner managers can incorporate into their business immediately. If you wish to subscribe to this newsletter, send an email to

subscribe@davisbusinessconsultants.com

Tips Books

Paul has written and published a range of tips booklets including:

- ☑ **Top 100 Tips to Find More Time**
- ☑ **Top 100 Tips to Achieve More**
- ☑ **Top 100 Tips for Staff Management**
- ☑ **Top 100 Key Business Tools**
- ☑ **Top 100 Tips for Business Turnaround**

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

Shocking Report

A special report commissioned and published by Paul, which is based on a survey of 105 small and medium sized businesses – **“The 7 Big Mistakes – That 72% Of Business Owners Are Making That Is Costing Them A Fortune In Lost Sales, Lost Profits And Lost Business Opportunities!”**

Conferences and Seminars

Apart from operating as a consultant and running many live events, Paul has also delivered many thought provoking and practical business growth workshops on behalf of The Law Society of Ireland, PLATO Ireland, The Interiors Association of Ireland, Enterprise Boards, and many others.



Business Products and Services

Paul works closely with top executives and CEOs, business owners, and entrepreneurs specialising in business growth. He leads them directly to where they're supposed to be in order to reach their true highest potential.

<http://www.davisbusinessconsultants.com/growyourbusiness.htm>

What some people said about their successes...

“

I just signed up a new client for a contract worth in excess of €600,000... this stuff really works and it's so easy. I now want you to teach it to the rest of my sales team.

Ken Murray – Managing Director, Castle MH

I doubled my fee AND got another client at the same meeting, just from one of the techniques.

Damien McKay – Managing Director, Damien McKay Ltd.

I just signed up another client for an extra €12,000—it may seem small but I was sure I couldn't get any more fees from this client. Hat's off to you Paul, you were right

Ken Garvey - Partner, Cusack
Garvey Chartered Accountants

”

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