

The Project: Test the capability of ProfitSURGE to significantly increase the profitability and improve the cash flow of a client currently experiencing challenging trading conditions.

Client Outcome: Improved profitability & stronger cash flow.

Your Firms Outcome: This client will have the free cash flow to fund the following services: An annual budget; monthly financial reporting; monthly meetings to review performance.

Our Outcome: If the client and firm outcomes are achieved in this test case, we will have established a level of trust setting the foundation for possible further collaboration.

The Guarantee: This program is not free, but your client will only have to pay if **they** believe it was valuable. There are no upfront payments, invoices are issued at the completion of each of the 3 courses, at which time the client chooses to pay, or not to pay.

Step	Activity
#1	After registering your interest, you meet (via teleconference) with Philip Arnfield CA to discuss client selection and any questions / concerns.
#2	Use or adapt our template letter to introduce ProfitSURGE to the client.
#3	Client enrolls and completes the course Profit Improvement – First Steps
#4	Client decides to proceed or exit the program.
#5	Client enrolls and completes the course Pricing for Profit
#6	Invoice issued for course \$82.50 (half price)
#7	Client chooses to pay for course, or not to. Absolutely their choice based upon whether they believed the course was of value.
#8	Client enrolls and completes - Measure What Matters – Part 1
#9	Invoice issued for course \$82.50 (half price). Client chooses to pay for course, or not to, their choice based upon whether they believed the course was of value.
#10	Client enrolls and completes - Measure What Matters – Part 2
#11	Invoice issued for course \$82.50 (half price). Client chooses to pay for course, or not to, their choice based upon whether they believed the course was of value.

For details of course content including what your client learns and how they learn visit the buildabetterbusiness.com home page.