

My Brag Book – Business Owners

The turning point in my business was when I went to your seminar and listened to you talking about pricing. After that session I increased all of my prices. Although I was a little apprehensive at the time nothing changed other than for the fact that my cash flow increased significantly.

I did not lose any customers. You were right, people were coming to me for quality and reliability not because of my price.

There was a compounding effect, because of the stronger cash flow I was able to pay higher wages and attract more highly skilled tradesmen. I was also able to buy in raw materials on a timelier basis which assisted with work flows and enhanced quality.

This all added to a significantly improved business.

Tony McGuinness

It was the most relevant and useful business workshop I've ever been to. I wanted to stop, rewind, and ponder most points.

Naomi Blacker, Woof Design

Fantastic – Life Changing

Paul Findlay

This is a course that every business manager should attend. Excellent workshop. Well presented. A must for any business owner and manager. Your workshop has already improved our business and I am thankful for that. Thanks Philip.

David Hurst, Smith Brothers Plumbing

The information and knowledge gained from this course has been invaluable. It has given me the catalyst to change how we do business in a more profitable manner.

Wayne Sheffield

Have been implementing from day one of course. Have already noticed the difference.

Alex Oliviero, Caon Plumbing

Thank you. Every week I looked forward to Tuesday nights. Every week I left learning more. I have already implemented some of the things I have learnt. But the main thing is, it has changed my attitude positively.

Ev Shepherd

I keep learning more and more about bettering my business. I am really enjoying your information and plans.

Nick Bodgen

I now see huge potential for us to improve the profitability of our business and only wish I had done this program earlier.

Gawler Small Animal Hospital (Dave Mc)

That is one of the best pieces of advice I have ever been given, I have a lot on my plate now, but I will be acting to implement that suggestion immediately.

Dr Elizabeth Gilbert talking about checklist of value delivered.

Hi Philip,

We have found the Profit Improvement Course to be very helpful in making us realise some of the aspects of our business that we were looking at from the wrong perspective - mainly that if we raise our prices, we won't instantly lose all our clientele, as we had wrongly assumed! I now look at our clients from the perspective of them being "Class A or B or C". The Class A clients are my focus, not so much the B's and definitely not the C's. I have also stopped giving discounts and undercutting myself on price due to not valuing my own work and trying to win every single job. I have also worked out which jobs are the most profitable to the business and we're now focussed on winning more of those jobs. Consequently, our profits are starting to slowly rise - thank you Philip Arnfield!

Anne Hilton – Gold Star Hair & Beauty

Thanks for the workshops which I found extremely helpful and educational. Probably the most beneficial was about pricing strategy. We have changed rules around certain types of patients as a result, i.e., no concession discount after 4pm (due to prime time), we have also started charging for a gap on Medicare patients which previously we didn't and now this dollar amount is much closer to our private rates.

David Giles – PhysioActive SA

The program has had a positive impact on our business in a number of ways. Most importantly it empowered us as managers to make change. We began to focus more on what makes the business profitable rather than just winning the next sale, and we learnt how to make ourselves accountable. We have always known what we wanted the business to be like, but prior to doing this program we lacked a system that made us accountable to the vision we had for the business.

Lindy Hunt & Leigh Parsons – Adelaide Retaining Walls

Thank you for an exciting, challenging, and informative session. Rich and I are both buzzing from all the ideas! We look forward to working with you to grow our business.

Lianne Jager

Philip, if we had not gone to your course, my business would still be one man and a truck.

This person is an owner of a business that employs 16 other people, generates a turnover of \$6m, and an annual profit of \$950,000

My Brag Book - Accountants

I have found the training very interesting, and it is great to be working at a firm that values this sort of training as I think most accounting firms do not do anything like this, certainly not from my experience. You are an inspiring person to learn from and have a lot to offer others.

Stephanie McLean – Accru Harris Orchard

Your training sessions are amazing and so beneficial for business owners

Elvir Bosnjakovic – Accru Harris Orchard

Thank you for all your time and energy on Tuesday & Wednesday, the sessions were a great launch to get some momentum in the advisory area.

Kelda Phillips – Accru Melbourne

Loved this training session. The debrief after was a great avenue to get everyone participating and exposed some areas that we might need more basic training on. Great work Phil!

Michelle – Accru Harris Orchard

Thank you – you are a superstar! The session was greatly appreciated.

Patrick Jaensch – Accru Harris Orchard