



Thriving in a Recession
– a no risk approach.

BCC Profit Growth Check List

Please tell us what applies to your current situation and prioritize by urgency:

We are currently not applying for **government grants or tax credits** and we feel that we should get more money from the government to help our company in tough times

My company's **sales force does not produce sufficient new business**

- We need to review the sales process
- We do not get many new leads
- We need better ads – not many people contact us
- We need a better sales force
- We need our sales team to spend less time cold calling and more time speaking and meeting with qualified leads
- We need to get more productivity from our existing team
- We do not have enough internal resources to escape the “peak & trough” syndrome related to our sales cycle- i.e. “we are typically either filling the top end of our sales funnel or working on closing business in our sales funnel, both can't seem to do both at the same time”
- We do not market to our existing customer/past customer base effectively

We **pay too much for supplies** and other services (i.e. insurance, packaging material, freight, courier, telecommunications etc)

We need to update our **business strategy** and have to implement **a comprehensive marketing plan**

We have great products and/or services and we would like to grow in **new export markets** and need help to accomplish this task with a cost efficient and systematic approach.

- Market research
- Export marketing plan
- Low cost sales approach
- Marketing support material (also in foreign languages)
- Find representation and distribution

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Our web site needs improvement:

- It is outdated and it takes too long to keep it updated
- Difficult to navigate
- Not enough traffic

We need to develop and implement a **new communications strategy** with an emphasis on **new advertising support material and more qualified leads.**

My company needs to produce **better products at lower cost** in order to compete. We need a systematic process to develop innovative products, services and solutions.

We need to **improve our productivity** and ensure that our processes are lean and efficient

My company needs **better IT solutions to streamline our processes.**

As an owner or partner, I am successful, but **pay too many taxes** - and I would like to find out how I can better structure my taxes in order to have more funds for the business and more money for retirement.

Bernhard Wagenknecht
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