



BUSINESS PROFILE:

PROFESSIONAL SERVICES

Any Expert/Professional that trades time for money

EXAMPLES

Lawyers / Accountants / Designers /
Specialist Consultants etc

BUSINESS MODEL

Charge an hourly rate or contract rate that covers expertise, staff and office overhead

BIGGEST CHALLENGES

- Hourly rate doesn't cover overhead
- Insufficient hours charged due to write-downs or excess admin/management duties
- Sales ability often neglected as focus is on expertise
- Limited marketing expertise and too heavily reliant on word of mouth
- Poor client positioning on pricing expectation prior to engagement
- Excess work in progress

BEST OPPORTUNITIES

- Optimising chargeable hours
- Calculating break even hourly rate
- Learning how to sell in a positive and appropriate way
- Identifying non chargeable time sinks
- Using authority based marketing principles
- Analysis of job types to determine overall contribution to company profits

RECOMMENDED ACTION

Get a Business Optimisation Analysis | What you'll find out:

- The amount of money you should be making for a business your size
- A list of individual strategies that if actioned will make you more money
- You'll know "what to do" and see how much it's costing you "not to do"