



THE PROFIT ENHANCER ANALYSIS...WHAT IS IT?

Created & Exclusively Owned by:
Impact Branding Consulting, Inc
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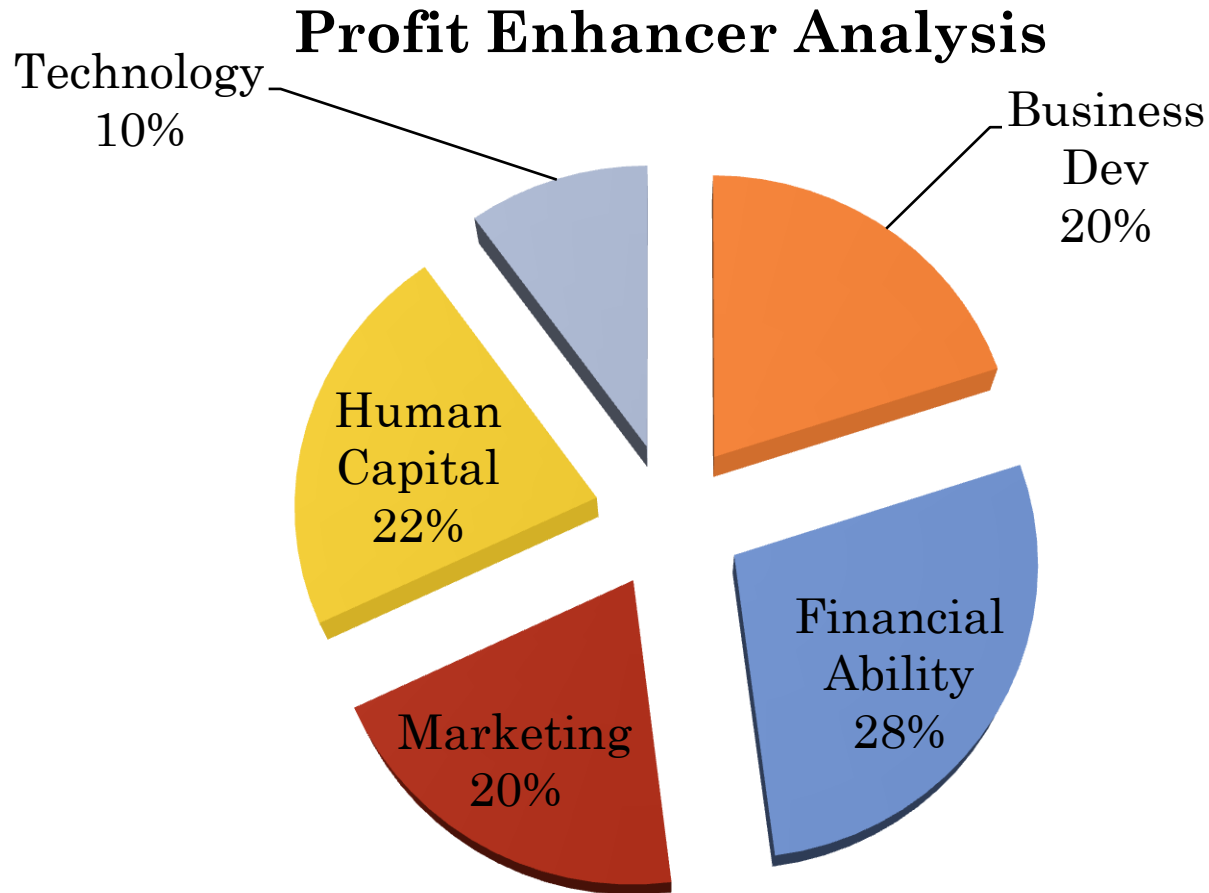
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WHAT IS A PROFIT ENHANCER ANALYSIS?

- The **Profit Enhancer Analysis [PEA]** is a detailed quantitative & qualitative evaluation of your company.
- The diagnostic assessment tool checks to see how your company is performing and how it's positioned for growth
- The PEA will measure your companies growth rate based on 5 Key Performance Index's.....
- Each KPI category carries a specific weight which will lead to your Profit Enhancer Index [PEI] Score
- The PEA will reveal how well the company is positioned for the growth that is needed & desire.



THE PROFIT ENHANCER ANALYSIS KPI AREAS AND CATEGORY WEIGHTS



HOW IS THE PROFIT ENHANCER ANALYSIS CALCULATED?

- Each KPI category assesses 5 to 6 specific points about the business.
- **Business Development** evaluates the companies strategic plan matched against the actions and the business model.
- **Financial Ability** evaluates the companies revenue generating activity & profit margin goals
- **Marketing** evaluates the companies Touch points, industry positioning and marketing activities
- **Human Capital** evaluates the companies team structure, customer retention and engagement rates
- **Technology** evaluates the companies ability to streamline processes and generate online recognition



WHAT'S THE PROFIT ENHANCER INDEX SHOWING?

- Your **Profit Enhancer Index [PEI]** score is the total view of how your company measured on each of the 5 Key Areas on the Analysis
- The Index will reveal which areas need the most attention in order to grow your company and reach goals.
- Your consultant will perform the initial assessment and then at regular intervals for re-evaluation of the milestones.
- ***The Ideal Profit Enhancer Index score is 72%.*** The PEA is directly correlated to the companies growth, sustainability and profitability.



HOW DOES THE CONSULTANT USE THIS TO HELP YOUR COMPANY?

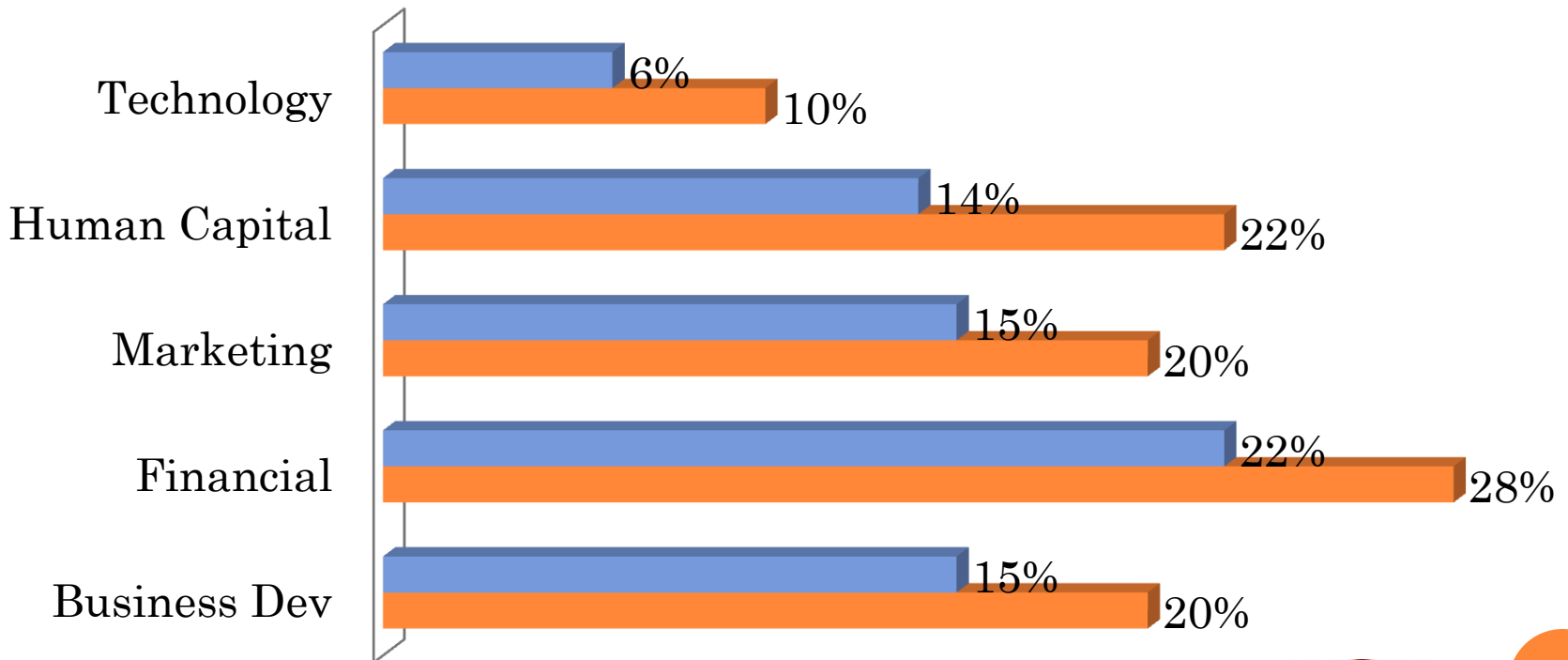
- The Consultant uses the diagnostic tool to see exactly where the company's vulnerable areas are and which areas are directly preventing the desired/needed growth.
- Once the PEA tool scores the company, your consultant takes that information and applies it to a customized and comprehensive plan of action to address those vulnerable areas in the shortest most direct approach.
- Impact Branding evaluates each clients PEA on the 6th , 9th and 12th week or the 3rd, 6th and 9th month of service. These tight timeframes remove room for un-productive use of time and resources while positioning all parties to focus on the main goal to be accomplished.



IDEAL PROFIT ENHANCER INDEX RANGES

Profit Enhancer Index Ideal Range

■ Minimum Goal ■ Maximum Goal



HOW HAS IMPACT BRANDING HELPED COMPANIES IMPROVE THEIR POSITION FOR GROWTH?

○ A Few Reports:

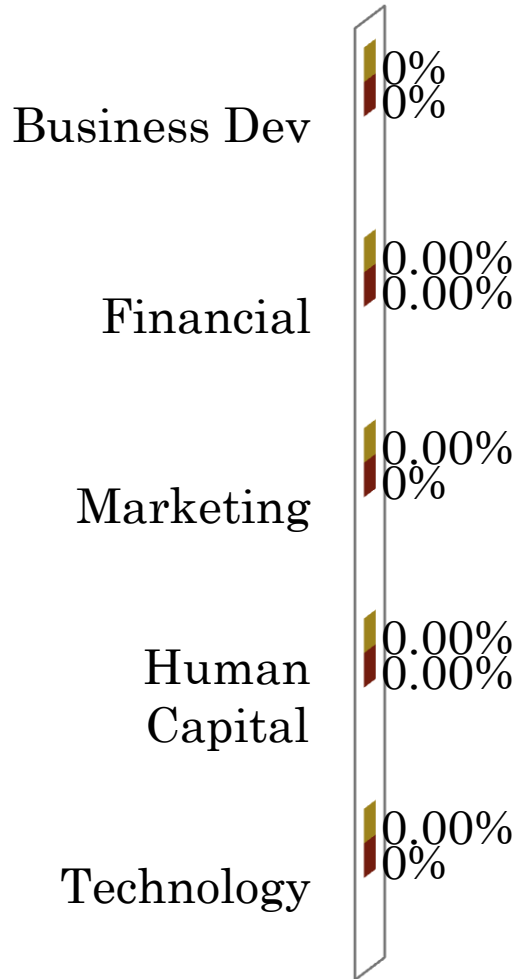
- In the first 12 weeks we increased our Hospitality Industry client from a 38% initial CGI to 56% by milestone # 1 with significant improvement in the Marketing & Technology categories
- In 7 weeks we increased our Insurance Industry client from a 42% initial CGI to 54% by milestone # 1 with significant improvement in the Financial, Marketing & Technology categories

View more client testimonies on
www.ImpactBrandingConsulting.org



Profit Enhancer Index Sample Report

- Initial
- Milestone 1
- Milestone 2
- Milestone 3



**MY COMPANY'S INDEX SCORE WILL
BE CUSTOMIZED**

Each Company receives a thorough assessment of how they are performing and how they can improve the weak areas.

The Initial Company Growth Index serves as the first evaluation of the company. It helps your consultant understand which areas need the most attention.

At regular intervals re-evaluations are conducted to assess quantitatively & qualitatively how well the company is improving through the consulting service.

Knowledge is Power...

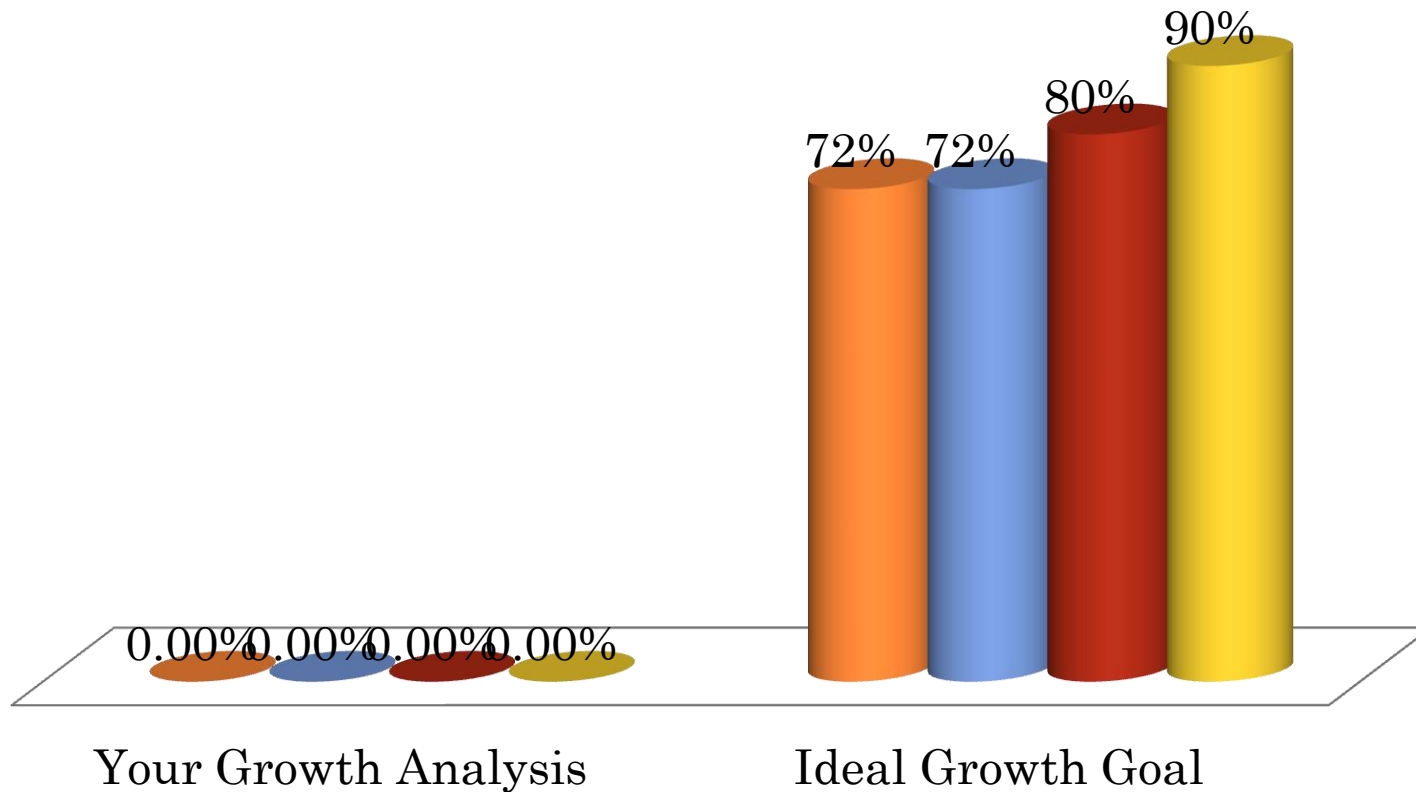




YOUR PROFIT ENHANCER ANALYSIS MILESTONE GOALS & SAMPLE REPORT

Company Profit Enhancer Analysis

■ Initial ■ Milestone # 1 ■ Milestone # 2 ■ Milestone # 3



THE COMPANY GROWTH CATEGORY. WHAT'S THE BEST SERVICE FOR US?



| Percentage Scored | Business Growth Category | Ideal Service Level |
|-------------------|--------------------------|--|
| > or = 35% | Limited/Stagnant Growth | Corporate Development & Training Programs Executive Coaching |
| < or = 60% | Potential For Growth | Corporate Development & Training Programs <i>and</i> Executive & Leadership Coaching |
| = 72% or > | Positioned For Growth | Leadership Coaching, Training Programs & Growth Strategy |
| > Or = 80% | Surviving & Thriving | Branding Strategy & Corporate Training Programs |
| 90% & up | Growing & Profitable | Advanced Coaching, Corporate Training Programs and Branding Strategy |

CONTACT IMPACT BRANDING FOR YOUR PROFIT ENHANCER ANALYSIS TODAY.

- www.ImpactBrandingConsulting.org
- Call: 678-390-2681
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Thank You for Viewing our PEA Info-Presentation!

