



NextLevel Business Growth Systems

*Creating Real World Results Through
Implementation and Accountability*

NextLevel Business Development Consulting

Website: www.nextlevelgroup.info

Email: info@nextlevelgroup.info

Office: 469-398-8239

NextLevelGroup

www.nextlevelgroup.info

NextLevel Business Growth Systems

*Creating Real World Results Through
Implementation and Accountability*

- David Pham, Licensed Business Development Consultant
- Chief Consultant, Author, Entrepreneur
- Author of Numerous Business Books
- Author of Numerous Business Articles
- Over +20 years Successfully Advising Businesses
- Specializing in
 - Recession Proofing
 - Profitability solutions
 - Business efficiency
 - Marketplace dominance strategies



David Pham
Chief Consultant,
Author

NextLevel Business Solutions

For extreme bottom line results!

- Using Proven Strategies and Systems with Proven Successful Results

In 26 Country World Wide

By 700+ Consultants

20 + years of practical experience

- Focusing on Local Businesses

- \$500,000 to \$100 Million,

- **Desire for Profit Growth**
- **Action-Oriented**
- **Accountable**

**ARE YOU
QUALIFIED ?**

From the smallest local businesses...

Accountants

Antique Dealers

Associations

Bicycle Stores

Bridal Wear

Business Brokers

Car Sales

Car Servicing

Carpet Stores

Carpet Cleaners

Clothing Retailers

Construction Companies

Computers

Dentists

Doctors

Equipment Rental

Florists

Gyms/Health Clubs

Hairdressers/Beauty

Health Foods

Hotels

Insurance Agencies

IT

Jewelers

Landscapers

Legal Firms

Magazines

Mail Order Companies

Office Furniture

Opticians

Plant Nurseries

Printers

Real Estate Agents

Recruitment

Resorts

Restaurants

Retail Stores

Software

Supermarkets

Tutoring

Tour Companies

Travel Agencies

Security Services

Veterinarians

Wholesalers

To the largest and most successful international corporations...



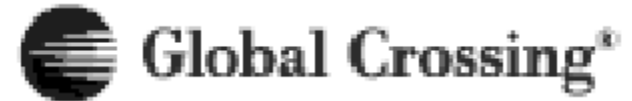
Regardless of a business' ...

- Industry
- Age
- Size
- Experience
- Reputation
- Type of business...



There is no guarantee of success

Even the biggest corporations fail or get swallowed up



Fleet

Midland Bank

MARTHA
STEWART

Equitable Life



GE Capital

Why businesses fail...

- Bad idea to begin with
- Unrealistic expectations
- Not enough operating capital
- Poor location
- Bad timing
- Lack of entrepreneurial skills and foresight
- The wrong person operating the business

Important, but not the main reasons...



Most common causes of business failure...

- Lack effective customer Acquisition and Retention Systems
 - Don't attract enough qualified prospects
 - Fail to convert prospects into profitable and repeat customers
 - Let current customers slip away to do business with competitors
- Lack effective & efficient business management practices

Most Important Business Asset...

Customers and Clients

Most Important Business Skill...

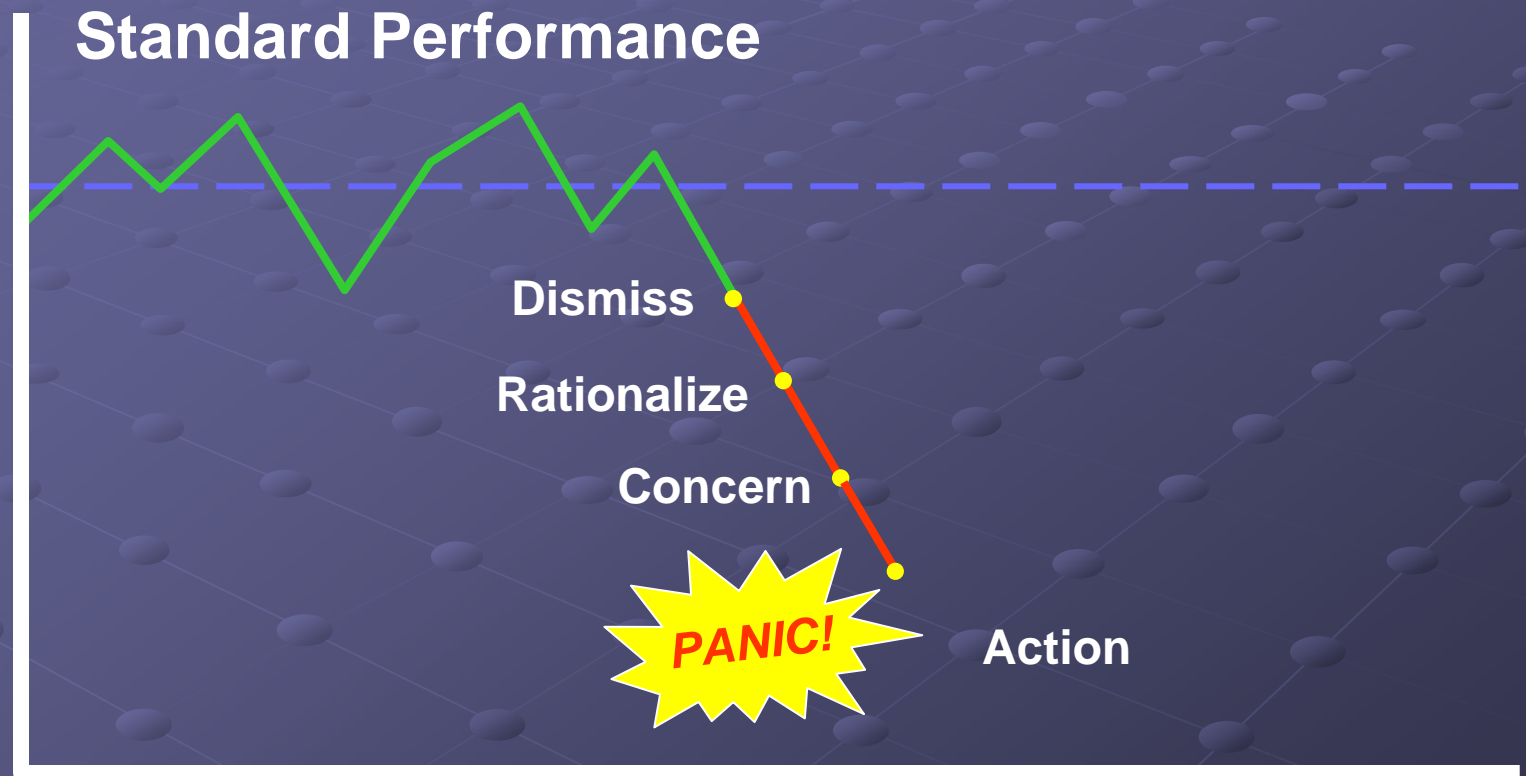
- *Knowing how to cost-effectively attract and keep an adequate number of loyal and profitable customers.*



Two Important Considerations...

1. *“My prospects contact my business for the products & services we offer because....”*
2. *“My customers make repeat purchases with my business because....”*

How most businesses operate...



Reactive Approach

How most businesses operate...



Reactive Approach

How most businesses operate...



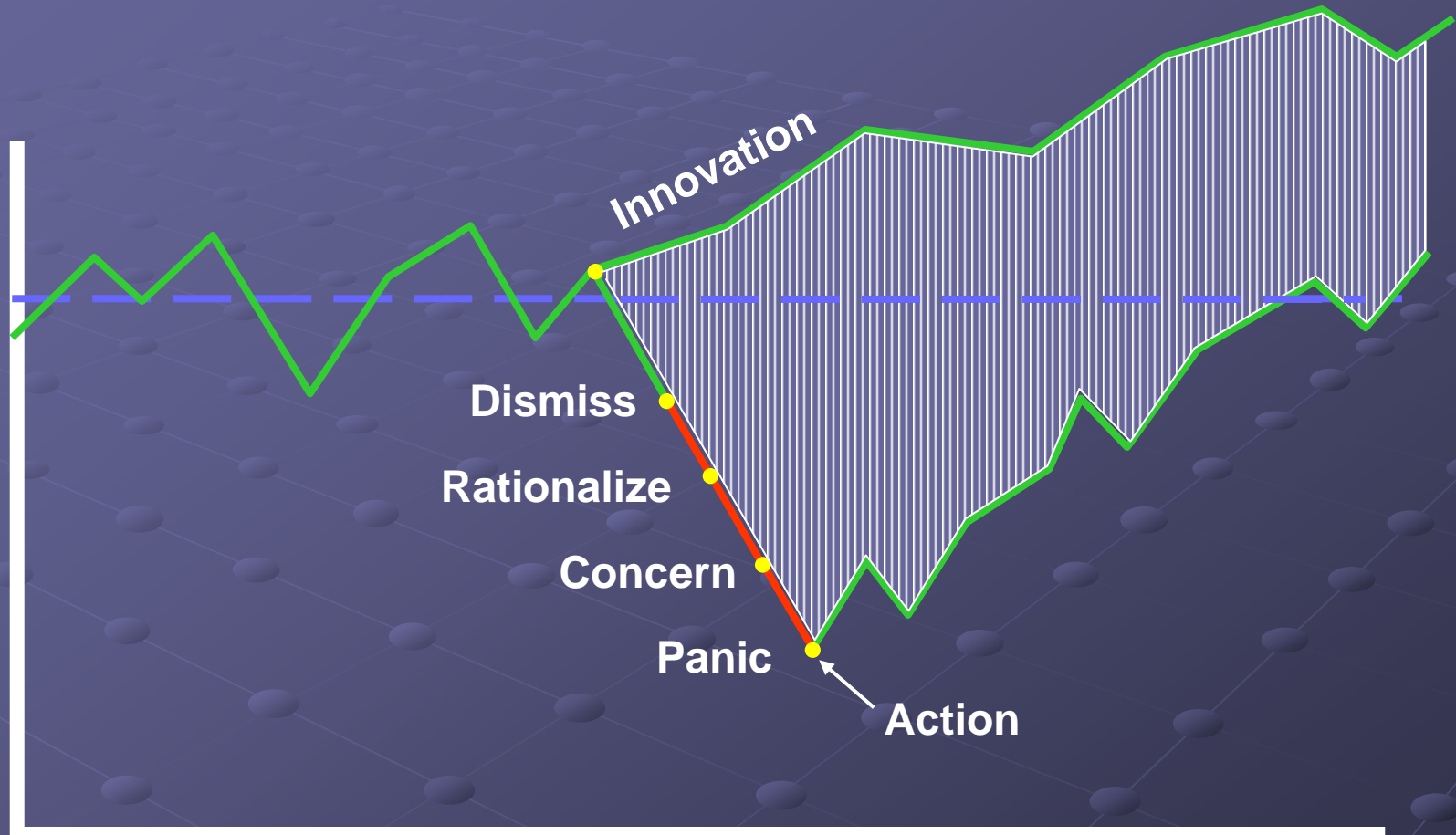
Reactive Approach

Standard Performance

Improved Performance



Proactive Approach



Reactive vs. Proactive

How businesses cope with economic downturns...

- Lay off employees
- Cut wages / benefits
- Reduce or stop advertising
- Provide less service



- Reduce or eliminate inventory
- Cut prices



Effects Of Price-Cutting On Profits

Break-Even Example

Sales:.....	\$ 1,000,000	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>650,000</u>	<u>Variable Expenses:.....</u>	<u>150,000</u>
Gross Margin:.....	350,000	Total Expenses:.....	350,000
Net Profit: \$ 0 (Break Even)			

Lower Prices By 10%

Sales:.....	\$ 900,000	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>650,000</u>	<u>Variable Expenses:.....</u>	<u>150,000</u>
Gross Margin:.....	250,000	Total Expenses:.....	350,000
Net Profit (Loss): (-) \$ 100,000			

Compensating For A Price Decrease

Lower Prices By 10%

Sales:.....	\$ 900,000	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>650,000</u>	<u>Variable Expenses:.....</u>	<u>150,000</u>
Gross Margin:.....	250,000	Total Expenses:.....	350,000
Net Profit (Loss): (-) \$ 100,000			

Additional Sales Needed To Compensate

Sales:.....	\$ 1,800,000	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>1,300,000</u>	<u>Variable Expenses:.....</u>	<u>300,000</u>
Gross Margin:.....	500,000	Total Expenses:.....	500,000
Net Profit: \$ 0 (Break Even)			

Effects Of Increasing Price On Profits

Increase Prices By 10%

Sales:..... \$ 1,100,000

(-) COGS:..... 650,000

Gross Margin:..... 450,000

Fixed Expenses:..... \$ 200,000

Variable Expenses:..... 150,000

Total Expenses:..... 350,000

Net Profit: + \$100,000

Effects Of Increasing Price On Profits

Increase Prices By 10%

Sales:.....	\$ 1,100,000	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>650,000</u>	<u>Variable Expenses:.....</u>	<u>150,000</u>
Gross Margin:.....	450,000	Total Expenses:.....	350,000
Net Profit:		+ \$100,000	

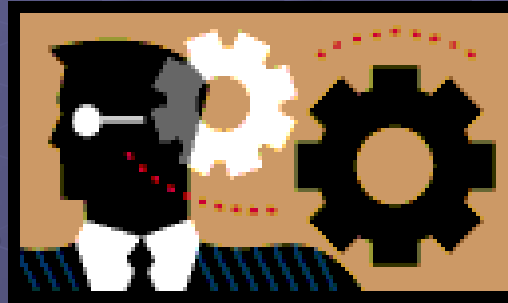
Sales Needed To Compensate (1/3 Less)

Sales:.....	\$ 733,333	Fixed Expenses:.....	\$ 200,000
<u>(-) COGS:.....</u>	<u>433,333</u>	<u>Variable Expenses:.....</u>	<u>100,000</u>
Gross Margin:.....	300,000	Total Expenses:.....	300,000
Net Profit:		\$ 0 (Break Even)	

“Insanity”

Doing the SAME thing and Expecting a DIFFERENT result

If you keep on doing what you have always done,
You will keep on getting what you have always got



“The New Reality” 1

It is no longer possible for a business to maintain a competitive advantage for an extended period of time because of the products or services they offer, or the prices they charge

Two Laws To Work By

1. Law of ~~Averages~~

- Work Harder
- Focus on Quantity

2. Law of Efficiency

- Work Strategically
- Focus on Quality

“To achieve something you have never done before, you are going to have to become someone you have never been before.

To make minor changes in your behavior and results, change your attitude.

To make quantum leaps in your behavior and results, change your thinking.”

David Pham

5 Ways we ensures business' success...

1. Strategic positioning

Identify and capitalize on the **uniqueness**

- Render their competition ineffective
- Capture, control and dominate their market

2. Improve business **Efficiency** and **Productivity**

- Analyze capacity
- Prioritize critical tasks
- Systemize business operations for measurable and predictable results (Autopilot)

3. Boost bottom line **profits**

- Uncover untapped profit centers and create ongoing and dependable streams of income
 - Expand market share
 - Maximize wallet share
 - Increase customer loyalty



4. Create a *business* rather than a **J.O.B.**



- **Money** freedom
- **Time** freedom

5. Develop a realistic **Exit Strategy**

- “Investor – ready”
- Cash out when the owner wants for the amount of \$\$\$ they want to get



Make it possible to do the things you want to do, rather than the things you *have* to do



*The AMERICAN Dream of **Freedom/Success***

*“**Freedom/Success** is doing what you want to do, when you want do it, where you want, and with whom you want, as much as you want. “*



“ONE DECISION CAN CHANGE YOUR LIFE FOREVER.”

- Tony Robbins

Anthony Robbins

“You can have all the **MONEY** in the world,
but if you don’t have the **TIME** to spend it,
the **MONEY** is of little actual value.

2

And likewise, you can have all the **TIME** in the world...
but if you’re broke, no **MONEY**? Well, the **TIME** is also of little value.

A properly organized and functioning “**BUSINESS**”
will give you the best of both **TIME** and **MONEY**”

SUCCESSFUL BUSINESS



5 Main Key Categories

There are 5 main things... or “key” categories that nearly every successful growing businesses falls under.

1. Get more new customers.
2. Increase the average transactional value of each sale.
3. Get your customers to buy from you more often.
4. Increase your customer’s average buying lifetime.
5. Get your customers to give referrals for new customers.

You are **NOT** in the casino, investment, furniture, restaurant, mortgage, insurance, etc...

You are in the business of running a business that happens to sell those products and services to people for **PROFITS**

3



PLEASE TAKE THESE THREE CONCEPTS WITH YOU

You are in the business of running a business that happens to sell those products and services to people for **PROFITS**

3

1
“The New Reality”

It is no longer possible for a business to maintain a **competitive advantage** for an **extended period of time** because of the products or services they offer, or the prices they charge

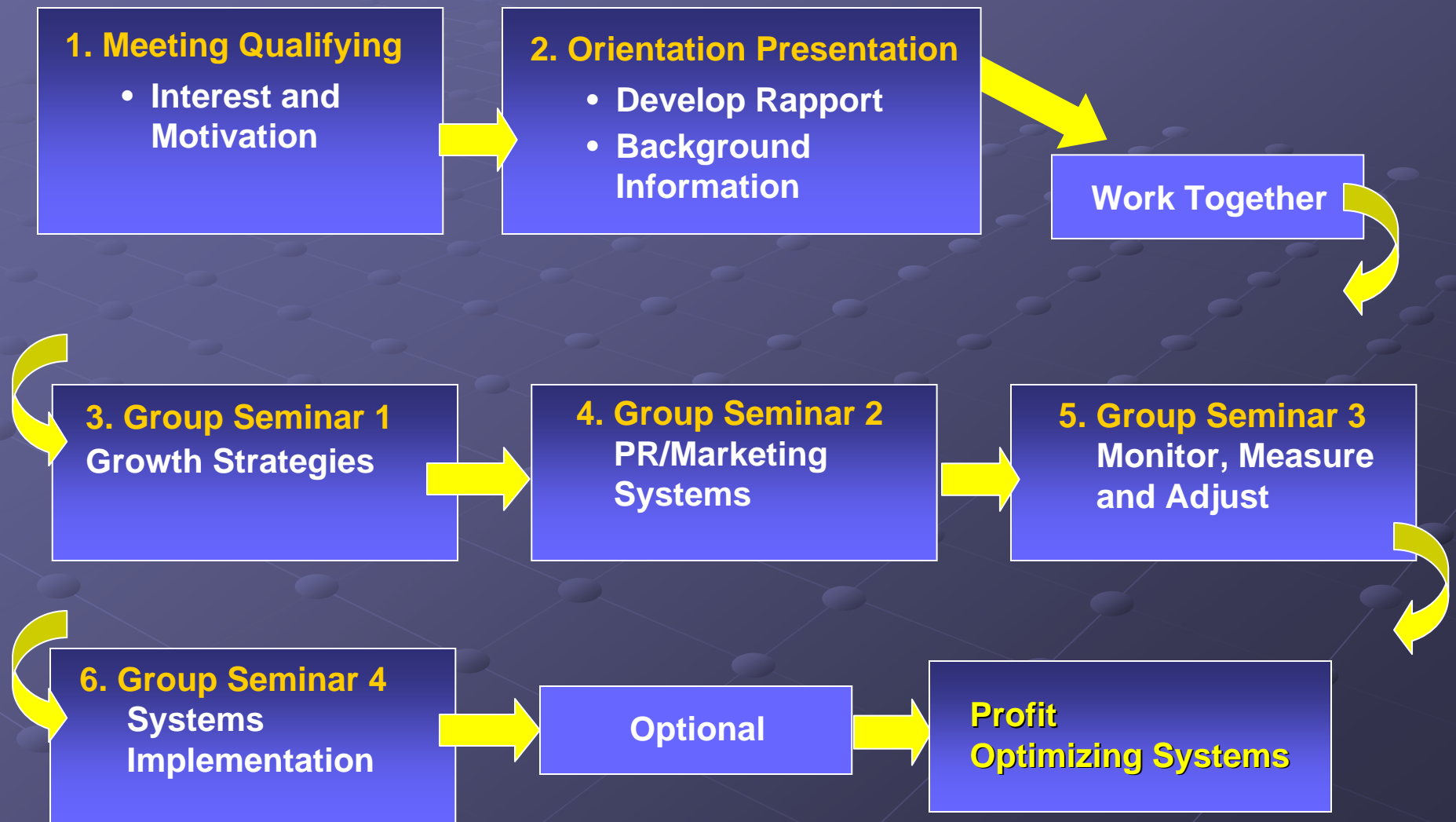
2
“You can have all the **MONEY** in the world, but if you don't have the **TIME** to spend it, the **MONEY** is of little actual value.

And likewise, you can have all the **TIME** in the world... but if you're broke, no **MONEY**? Well, the **TIME** is also of little value.

A properly organized and functioning “**BUSINESS**” will give you the best of both **TIME** and **MONEY**”

STEP 1

Strategic Plan Group Seminars



STEP 2

Profit Optimization Systems



Wish You A Good Business Day

NextLevel Business Growth Systems

*Creating Real World Results Through
Implementation and Accountability*

How to **Double** or **Triple**
Your Profits in 12 to 18 Months

NextLevel Business Development Consulting

Website: www.nextlevelgroup.info

Email: info@nextlevelgroup.info

Office: 469-398-8239

www.nextlevelgroup.info

PLEASE TAKE THESE THREE CONCEPTS WITH YOU

You are in the business of running a business that happens to sell those products and services to people for **PROFITS**

3

1
“The New Reality”

It is no longer possible for a business to maintain a **competitive advantage** for an **extended period of time** because of the products or services they offer, or the prices they charge

2
“You can have all the **MONEY** in the world, but if you don't have the **TIME** to spend it, the **MONEY** is of little actual value.

And likewise, you can have all the **TIME** in the world... but if you're broke, no **MONEY**? Well, the **TIME** is also of little value.

A properly organized and functioning “**BUSINESS**” will give you the best of both **TIME** and **MONEY**”

Please help me to fill out the presentation evaluation form in your package

NextLevelGroup
www.nextlevelgroup.info

David Pham Advisor on Business Development



"...I recommend you sit down and talk with David, he really knows his stuff..."

Bill Quinn, CEO 121 Group

"...In just a few minutes talking with David he asked me some really pertinent questions that got to the heart of the problems I'm having with my business..."

**Phil Cogan, Pilot/Owner
FramSystems/Newsletter Editor**

"What a fantastic story, what a fantastic guy. I learned a lot. The advice you have given me is phenomenal. That you very much..."

Brian Kascavalsian, Owner/Author

"David Pham's objectivity and ability to quickly assess the situation and give an easy to apply business solution has incredible...I can see that my productivity will increase immediately."

Susan Ginn, President WealthZone

"...there's so many lawyers. David did an audit of my business and he really showed me what I could do and use in my business to make me stand out from all the other lawyers."

Gail Barsky, Attorney/Owner

"The strategies, methodologies, and systems David teaches consistently produce huge profit increases for the businesses that learn and implement them"

Martin Howey, CEO TopLine

"...In the course of about 10-15 minutes David gave me some very specific techniques, walked me through some processes that, quite honestly, I was never aware of before that will have a profound impact on my business...David has some amazing skills, he's just awesome..."

Kevin Hodgins, Owner/Lecturer

"David is the greatest thing since sliced bread. His insights are amazing and his ideas solid and results oriented."

Rick Frazier, Owner