

Conference Case Study Preview

Slides at:
Simplenumbers.me/brightstar

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FOREWORD BY **VERNE HARNISH**, CEO, GAZELLES, INC.,
AUTHOR, *MASTERING THE ROCKEFELLER HABITS*

**SIMPLE
NUMBERS,
STRAIGHT TALK,
BIG PROFITS!**
4 KEYS TO UNLOCK YOUR
BUSINESS POTENTIAL

GREG CRABTREE

WITH BEVERLY BLAIR HARZOG

Overview

- **Case Study Example**
 - **Current Performance of business**
 - 2013
 - 2014
 - 2015 Rolling 12 through June 2015
 - **Comparison to top performing company**
 - **Solutions**
 - Rate or Volume or mix of both?
 - **What data you will need for Conference session**

What you need for Conference

- Laptop with Excel (do not recommend iPad)
- P&L for 2013, 2014 and Rolling 12 through June 2015 (Bob will provide)
- Balance Sheet for 12/31/13, 12/31/14, 6/30/15