

PROFIT MASTERY UNIVERSITY

Creating Value and Building Wealth



Steve LeFever—part comedian, part financial manager, former commercial banker, current entrepreneur and world-class presenter. Steve drives home his message with a no-nonsense, laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends.

Driving financial discipline and initiating change in diverse types of organizations can be a big challenge – and in this area, Steve LeFever can do it like no one else. The thousands who hear him speak every year applaud his distinct “tell it like it is” perspective on independent business, financial management, and commercial banking. But it’s his interaction and connection with his audiences that brings his message home.

“Steve LeFever is one of the best speakers I have ever seen, and the best by far on this topic. I recommend you run ... don’t walk, to sign up for this outstanding program.”

-Larry Cassidy, Vistage Chair & Cope Award winner

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The cost? \$345 (15% off list price for Xerox customers) includes 24/7/365 online access and your 400-page Participant's Guide.

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Course offered in partnership with Business Resource Services.

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BRS proudly announces the launch of our web-based resource for the independent business market

PROFIT MASTERY UNIVERSITY

Profit Mastery: Creating Value and Building Wealth, the internationally-acclaimed seminar from Business Resource Services (BRS), is now available as an internet-accessed streaming video program.

Normally delivered in a classroom setting over two days, Profit Mastery can now be easily and conveniently viewed in bite-sized segments online 24/7/365.

Presented by renowned speaker Steve LeFever and filmed in front of a live audience, participants will feel like they're actually in the classroom working the case studies along with Steve.

Using a unique combination of information, motivation and humor, Steve's presentation, along with our comprehensive Participant's Guide, will take the mystery out of the numbers to allow participants to create value and build wealth in their businesses.

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"Superb, pertinent material. Well-presented. Profit Mastery as a tool for franchisees as well as CFE candidates."

Bill Anderson, IFA Franchisee Forum
Store Franchisee



Well-organized and
has great applicability
as franchisors and

Board Member and UPS



Graduates of **Profit Mastery** will learn:

- The Seven Steps to business success
- Why and how to benchmark company performance
- To quantify the financial payoff of changing management behaviors
- Methodologies for managing profits
- The difference between “making profit” and “having cash” – and how to do more of both
- Practical ways to improve cash flow
- To predict, manage, and control the financial effects of growth
- How to be prepared to get what you need from financing partners
- To create effective, practical plans to improve the financial health of a business

Profit Mastery provides real-world financial tools, delivered in plain English, to help businesses survive and thrive.

Hundreds of thousands of business owners, managers, bankers, accountants, and consultants have attended this proven course over the past 25 years.

In this recovering economy, **Profit Mastery** may be the single most valuable resource available to businesses to drive improved financial performance of both profitability and cash flow.

Because of the enduring benefits of the course, Profit Mastery: Creating Value and Building Wealth should become the core of your financial performance education.

“Steve LeFever's wit and humor made this series on potentially boring financial matters really come to life for me. I learned how to review my business, understand ratios, and how to change my habits. As a result, my finances have improved over the last six months. As my top line shrunk, my bottom line improved, and it was the best year on record for my business.”

Jeffrey Cripe, i9 Sports



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PROFIT MASTERY UNIVERSITY

Creating Value and Building Wealth



*New Online Streaming Video
Financial Performance Curriculum*

**Now available for Xerox customers at:
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- 💰 Online Streaming High-Definition Video filmed in front of live audience.
- 💰 Participants work the case studies like they're actually in the classroom.
- 💰 Comprehensive 400-page Participant's Guide.
- 💰 Same blend of information, motivation, and humor in the online program that is used in our live programs.
- 💰 Provides powerful real-world financial tools, delivered in plain English, to help businesses survive and thrive.
- 💰 "It's just like being there, but I can proceed at *my own pace*, and review the material whenever I need to."