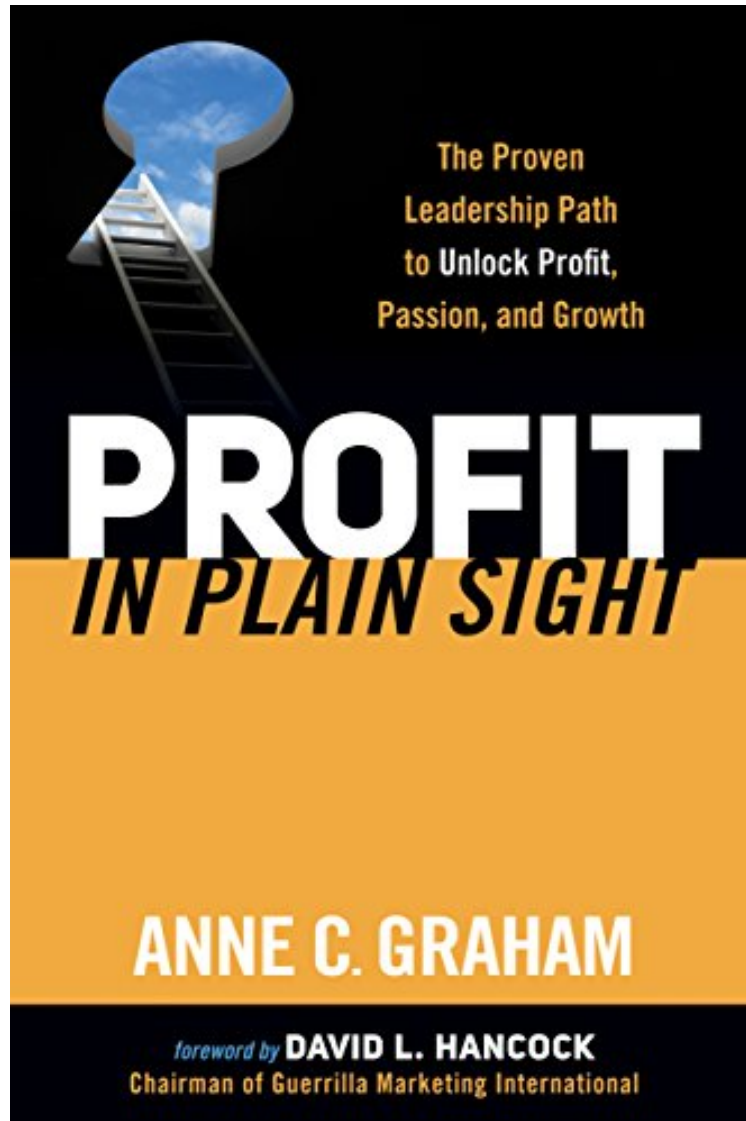


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Profit in Plain Sight: The Proven Leadership Path to Unlock Profit, Passion, and Growth

Anne C. Graham

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By Jill
Awesome tips Anne! I've increased my sales 30% following your tips in seeing profit in plain sight. I'm so happy I read your book! AND SO appreciate you for explaining these strategies step by step. You definitely want to get this book!

How do you know---with certainty---that your business is as profitable as it could be? Don't put this book down until you've earned all the profits you need to fund every worthy project on your business bucket list. This straightforward Roadmap shows you how to profit safely, sustainably, and with integrity, in ways that have nothing to do with traditional accounting tactics; in less time than you're currently spending on email. "Profit in Plain Sight" shows you exactly what you need to do to:

1. Get Buy-in: Activate the three uncommon Drivers that shatter your speed limits, get your people on board, and change behaviors almost overnight
2. Generate Loyalty: Implement the single most effective way to keep the customers who keep you in business from cozying up to your competition
3. Maximize Top Line Growth: Achieve the nirvana of Top Line growth by selling more products and services, to more customers, at higher prices
4. Optimize Bottom Line Profits: Plug your hidden profit leaks and stop your vampire customers (they're NOT who you think they are!) from sucking the lifeblood from your business
5. Differentiate for Competitive Advantage: Attract customers in droves with the overlooked but common-sense strategy that simultaneously drives unnecessary costs right out of your system.
6. Innovate and Win: Leave your competitors wondering what happened with the 21 paths to low cost, low risk, stealth innovation that they can't just copy
7. Implement for Results: Simply follow the Action Plans to make it happen

Eight out of ten leaders report that they don't have enough profit to fund the growth they want. Don't be amongst them. Simply accelerate your results

About the Author Anne Graham is the syndicated radio show host of Solutions in Plain Sight, and has earned Speaker of the Year accolades from the CEO peer mentoring group TEC/Vistage. She has served as an Executive in Residence at the University of British Columbia, as the Assistant Dean of Executive Programs at UBC, and has taught extensively in the award winning MBA program. She served as a Director for many years with the Canadian Manufacturers and Exporters Association and as the Vice Chair of the Burnaby Board of Trade. Anne was first named to the list of "who's who in Canada" in 2004.