

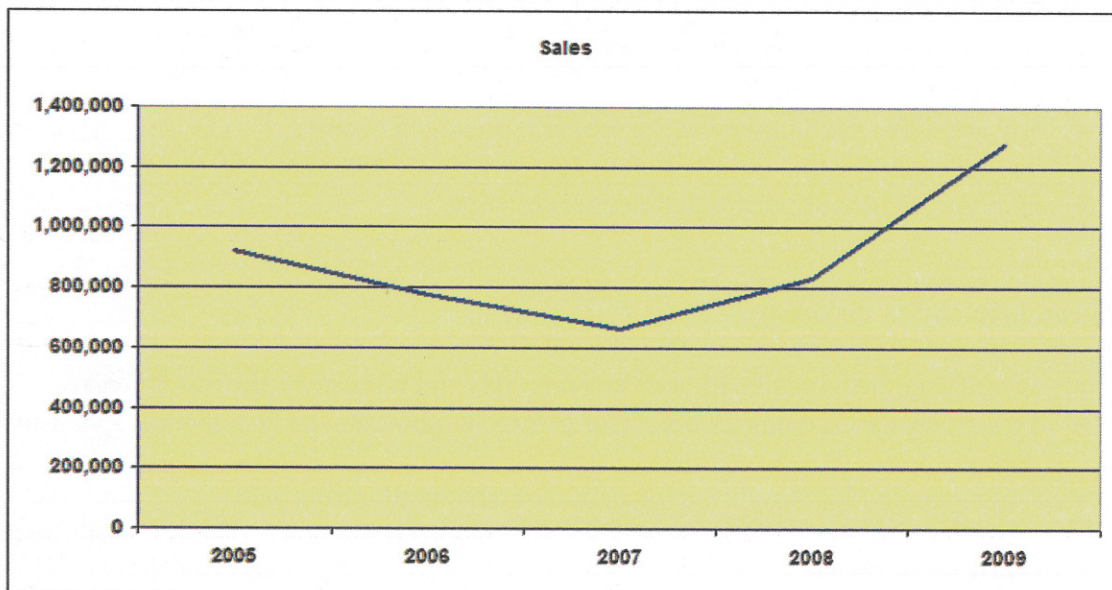
Making sense of your accounts

It is unfortunate, but true, that accounts prepared for tax or statutory purposes do not provide all the information you need to properly manage your business. They aren't designed to. All they are designed to do is keep the taxman or Companies House happy.

Your sales

So let's start with a quick analysis of your sales.

Since your last accounts your sales - sometimes referred to as *turnover* or *revenue* - have increased by £444,305. This is a 53.4% growth compared to your sales last year. The graph below shows your sales in each of the last few years.



The 7 key growth drivers

If you want to grow your business, and you want to grow profitably the underlying drivers of growth - called the *Seven Key Growth Drivers* - are the tools for doing just that. And these are...

- Pricing for maximum profit
- Getting more sales leads
- Converting your sales leads into paying customers
- Getting your customers to stay as customers for longer
- Getting your customers to spend more each time they buy from you
- Getting your customers to spend more often
- Increasing the effectiveness of your systems to make all these things happen consistently and effectively every single time