

# SYMCO & CO.

## The Business Wealth Builder®

*Three steps to triple your profit and add millions to your company's valuation.*

In over two decades of working with hundreds of businesses, I've seen far too many small and mid-market companies that didn't earn as much revenue or profit as they could because they made three mistakes. They've left millions on the table that should have been on their own table.

First, they don't quantify the value of the results they create for their customers and clients. For example, if you provide a service that helps an industrial company to allocate their maintenance budget more effectively, extend the useful life of its equipment, and increase production by 10% that generated millions in sales, you need to say that, and have your client say it.

Second, they don't promote their results in their marketing. Too often, they're reactively competing on price when they should be proactively competing on results. Tell the world how good you really are. They want to hear it.

And, finally, they don't price on the results they create. They price on time, or worse, costs, plus a fixed markup. That's terrible. Set prices based on results.



The fastest ways for a company to attract better customers at higher prices and increase profits are to measure the results they create for their customers, promote those results using customer testimonials and case studies, and price their services on those results while showing the customer a fantastic ROI.