

MAUS

Profit Builder

Generate new consulting revenue & market your practice...

...with this simple, easy to use diagnostic tool



"MAUS Profit Builder allows me to attract new clients, increase revenue and generate recurring revenue from existing clients. It is the most efficient & practical consulting tool I have used!"

Todd McKenna
Silkroad Business Life

MAUS Profit Builder is the revolutionary new way to provide your clients with a professional 'health check' on their business that actually recommends your services.

The program takes a series of simple inputs from your clients and generates a practical report containing recommendations for improvement and where appropriate, a mention of consultancy services that you can offer to help improve their business.

Developed by MAUS Business Systems, key areas of analysis include:

- Revenue Generation & Profitability
- KPI Analysis
- Productivity
- Business & Marketing Planning
- Customer Service and more...

The program even incorporates a range of insightful What-If Analyses designed to stimulate your clients' thought processes relating to both potential problem areas and opportunities.

It really is the simple way to promote the range of consultancy services you offer whilst providing your clients with a highly valuable diagnostic report. In fact, it will take no more than 5-10 minutes to enter the client assumptions into the program and generate up to 72 pages of analytical reporting. Selling as few as two or three reports will cover the entire cost of the product!

The package also includes three copies of the MAUS Profit Builder Client Workbook, an instructors manual and guide, and an invitation to become a reseller of MAUS products and services.

At a click of a button, MAUS Profit Builder provides you with:

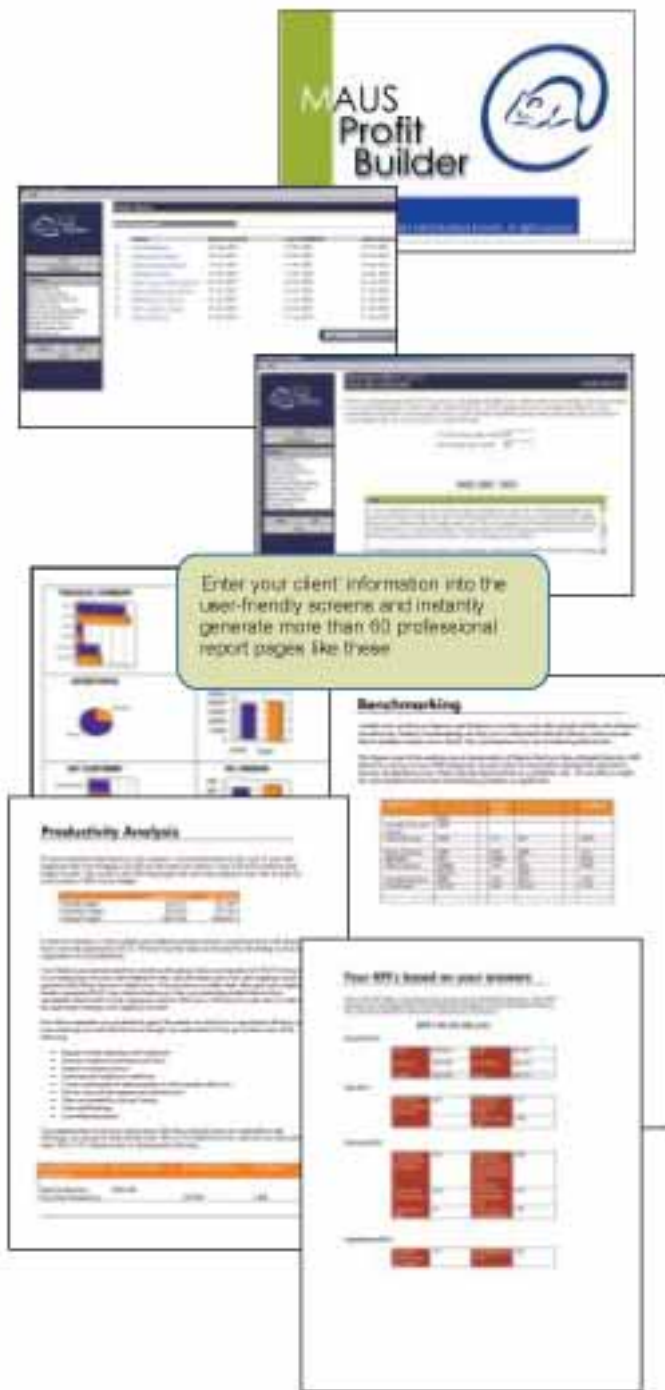
- Copyrights to reproduce all documents in your name and logo
- Sample reports to review or supply to clients as part of the selling process
- Electronic copies of the questionnaire to print or email to clients.
- Tips, ideas & suggestions in every section of the client questionnaire
- A wizard that allows for simple data entry & automatic generation of reports
- A range of report options allowing you to select both the areas you wish to report on & the level of detail
- The option to recommend some or all of your consulting services with the report

Key Benefits:

- Generate additional Consultancy revenue
- Market your range of Consultancy Services
- Attract new clients
- Promote existing services
- Build practice goodwill
- Simple to use and implement
- Software available on a 30 day risk free purchase trial



Perfect for Accountants, Consultants, Coaches & Retiring Professionals



The step by step process >>

1. Ask your clients if they would like a 'Health Check' report run on their business.
2. Email or mail your client a questionnaire. Alternatively you can provide your client with a workbook which has pages of invaluable business tips.
3. Enter the answers to your client's questionnaire into the MAUS Profit Builder step-by-step wizard & produce a professional diagnostic report for your client.
4. Customise the report with your name, company logo & existing service offerings.
5. The report will not only provide practical recommendations for improvement, but also recommend your consultancy services in each area. Eg. Business Planning, KPI monitoring, etc.

9 ways to use MAUS Profit Builder?

- To market your existing consultancy services.
- As part of a paid diagnostic of your client's business.
- As part of a new client prospecting campaign.
- As part of an existing customer goodwill program.
- To generate excitement at seminars.
- To generate new 'types' of consulting work.
- To generate client referrals.
- As part of an image building campaign.
- To generate contract consultancy assignments.

Revenue Generation & Profitability

The program will determine the output of future earnings, based on the average value purchase, the frequency of purchase and the number of customers. The report also analyses profits by time and employees, and looks at how profits are affected by changing prices, new marketing strategies and customer service.

KPI Analysis

The package includes basic benchmarking data covering various industries and countries. This data is designed to illustrate the importance of industry benchmarks and encourage your clients to purchase detailed benchmarking information from you on a monthly basis. The importance of internal benchmarking is also highlighted.

Productivity

The report provides information and analysis on productivity with regard to such things as employees, sales productivity, non sales productivity and information technology. It even includes common sense suggestions for improving efficiency in the workplace.

Business & Marketing Planning

This area of the diagnostic focuses on the importance of preparing a formal Business & Marketing Plan. It includes a detailed explanation of the 8 steps involved, a strategy checklist and a practical Action Plan for your clients to follow. Each report generated encapsulates the important role individual areas of the business can contribute to good overall marketing strategy.

Customer Service

The report provides information and analysis on Customer Service demonstrating its importance as both a warning signal for problems and a contributor to good long term relationships with customers.

What-if-Analysis

The program allows you to perform a 'What-if-Analysis' on your client's business. This analysis can also be included in the reports to illustrate how simple changes can dramatically improve business profitability.

Published by MAUS Business Systems - www.maus.com.au

Corprat Pty Ltd T/A MAUS Business Systems ABN: 55 084 644 208. Minimum System requirements - a Pentium PC or higher machine 256Mb + RAM. MAUS software compatible with Windows XP and Vista. A hard disk with least 100mb of free space is required.

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