

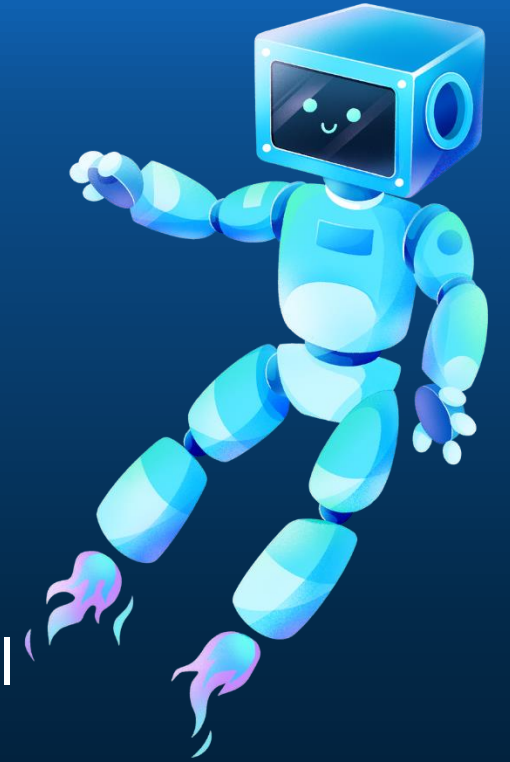
The Profit Chain

By: Tim Goff



Key Strategies to Maximize ROI – A Look Back

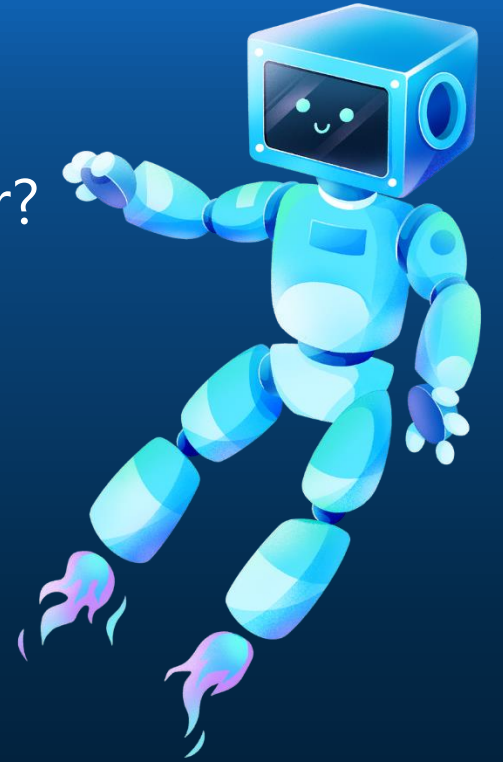
- CSPA/Wall Street Reviews
- Motive: MV + AI
- Buying Tires with Southern Tire Mart
- Maximizing the Value of Tire Investments with PSI International
- Entry Strategies: Initial Investments and Acquisitions
- Exit Strategies: Leverage Tax Strategies to Protect Your Profits
- The Profit Chain....



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The Profit Chain - Concept

- Remember the OODA Loop from our Decision-Making webinar?
- Kill Chains
- The Profit Chain is a combination of the two ideas
 - UDA LOOP
 - Understand
 - Decide
 - Act

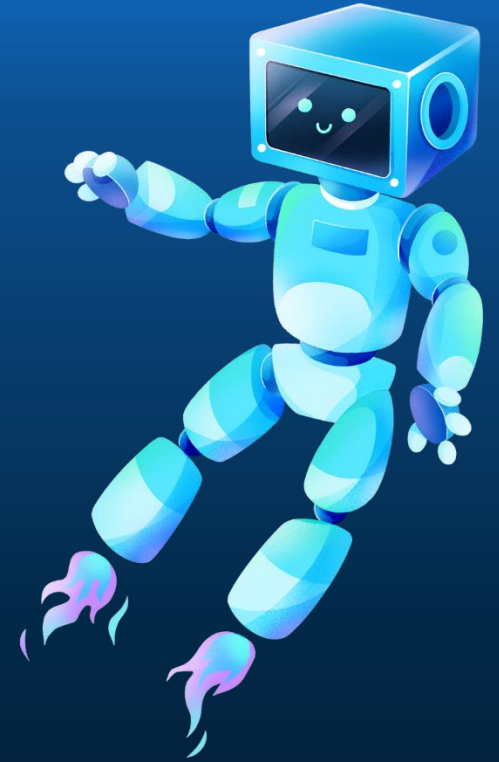


The Profit Chain – What Is It

➤ The Profit Chain

- A defined series of actionable steps that, when executed relentlessly, gives a company the best chance to operate profitability
- Each element of your company is naturally part of the whole and therefore impacts profitability
- Your company profit chain is a combination of mini-profit chains for each element of your business

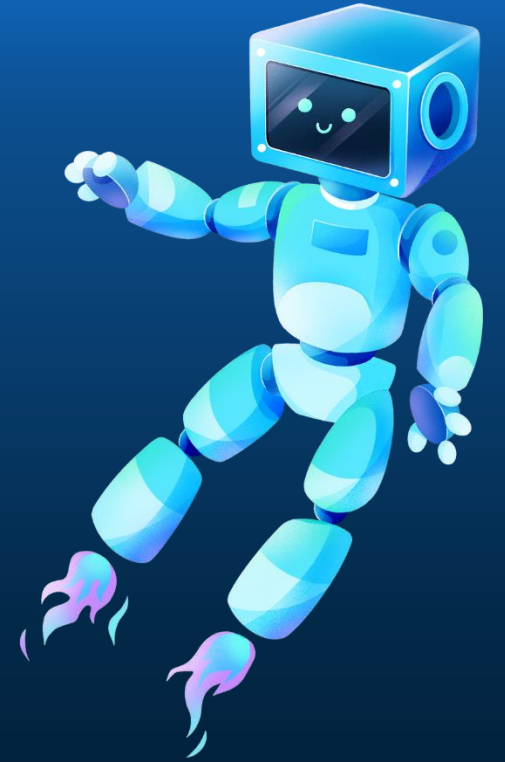
- Initial Capital Investment
- Tractor acquisition
- Labor Costs
- Fuel Expenses
- Maintenance Programs
- Non-Opex Costs (overhead)



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The Profit Chain – UNDERSTAND

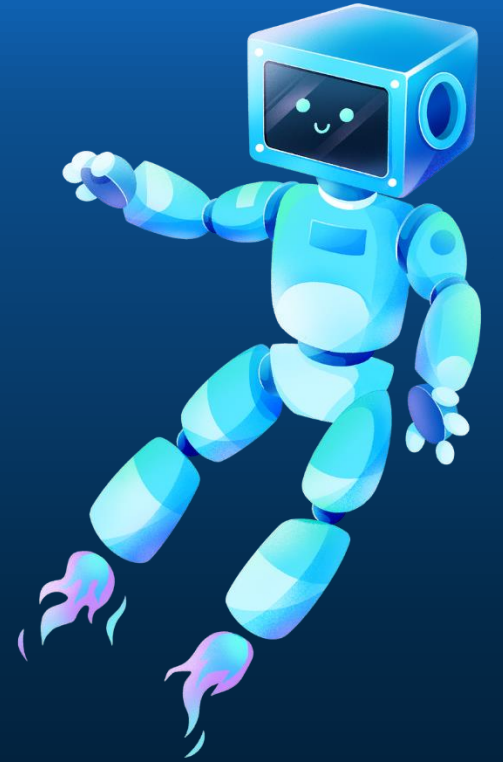
- Command and Control
 - Get command of the data
 - Find a way to add value to the data so that you can understand what is going on in your business
 - Get command of the data in the most efficient way possible
 - mygroundforce is an example of a system that gives you command of the data
 - Once you have command, do the work to understand so that you can move towards controlling outcomes
 - LEARN to UNDERSTAND your business the way the market values your business
 - AVOID ACTIVE INERTIA



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The Profit Chain – UNDERSTAND

- Criteria to improve understanding



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