

ARE YOUR MEMBERS COMPETING AGAINST THEIR COMPETITORS' PRICES.... and sacrificing the majority of their profits in the process?

One of the most formidable challenges your members face is maintaining adequate profit margins when competing against price cutting competition.

How To Win Price Wars Without Losing Your Shirt gives your members practical and proven strategies, tips and techniques that enable them to overcome price cutters and earn far more profit, regardless of industry!

They learn to overcome the Skinny Margins Myth, the number one obstacle standing between them and fat profit margins. This myth says that a business has to charge rock-bottom prices to succeed. Although absolutely false, it is the most common and costly profit-killer in the business world, wreaking havoc with your members businesses. This myth is robbing them of thousand upon thousands of dollars in lost profit every year.

Some of the vital topics covered in the program include:

- Why blindly chasing after every possible sale almost always brings diminished returns
- Why efforts to slash expenses often costs a company it's best customers
- Why charging by the hour is the kiss of death... for both the company and the customer
- Why cost-based pricing causes businesses to leave large piles of cash on the table
- How to attract and keep high-profit customers...while tactfully avoiding those that cost more than they're worth
- How to successfully sell products and services at prices that are higher than competitors'
- How to increase profit margins without raising prices or cutting costs...impossible you're thinking? It's not only possible, it's simple to do and highly profitable.

Here's a program that's not only rich in content but will keep your members on the edge of their seats...and wanting more.

Please visit fatmargins.com for a more in depth overview of this valuable material, including case studies and testimonials, a partial list of groups that have already benefited from this message, along with a complete bio and credentials of the presenter.



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A Few Reviews about working with Chuck Moyer...

"Mr. Charles Moyer presented two of the most valuable sessions ever delivered at PLOYCON, our annual industry convention and exhibition. These sessions got top ratings from business owners across the U.S. and around the world. They reflected a detailed understanding of business management principles and the specific ways the seminar attendees could improve their operations. The "take away" value of his presentation exceeded all expectations."

Timothy R. Rugh, CAE, Executive Vice President,
ICPA Nashville, TN

"Chuck Moyer has presented to our association on three separate occasions. Each time, his ability to provide cutting edge information in a way that is easily understood and applied by our members in their own businesses have made his programs highly valuable. The real-life stories he uses to illustrate his points are delivered in an entertaining and direct style that our members enjoy and appreciate."

Bill Cesak, President,
Golden West Cultured Marble Association, San Francisco CA

"In his presentation, Chuck made a strong case for why profitability needs to drive business decisions and how business success depends on it. I now see sales and profits in a whole new light"

Chad Bowman, Managing Partner,
Healthy Options Vending, Pleasanton, CA

Some of the groups which have benefitted from Chuck's presentations:

Alliance of Chief Executives*

American Composite Manufacturers Association*

American Marketing Association

Bay Bank of Commerce

California Certified Public Accountants Management Advisory Group

California Nursery Association*

Coldwell Banker Real Estate

Comerica Bank*

Executive Advisory Forum*

Golden West Cultured Marble Association*

Heritage Bank

International Executives Association

Kelly Moore Paints

National Association of Catering Executives

New Jersey Alliance of Automotive Service Providers

New Jersey Gasoline and Convenience Store Association

Northern California Painting and Decorating Contractors Association*

San Francisco Petroleum Accountant's Society

*Denotes multiple presentation



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