

# PROFIT MASTERY UNIVERSITY

Creating Value and Building Wealth



Steve LeFever - part comedian, part financial manager, former commercial banker, current entrepreneur and world-class presenter. Steve drives home his message with a no-nonsense, laugh-out-loud approach that makes him the top-rated presenter at virtually every conference he attends.

Driving financial discipline and initiating change in diverse types of organizations can be a big challenge – and in this area, Steve LeFever can do it like no one else. The thousands who hear him speak every year applaud his distinct “tell it like it is” perspective on independent business, financial management, and commercial banking. But it’s his interaction and connection with his audiences that brings his message home.

“This training offers unique and remarkable insights into financial tools that will help owners prosper and counselors offer more effective guidance.”

— Susan Moore, Texas SBDC

Preview the course for free.  
It's easy! Just log on to  
[brs-seattle.com/sbdc](http://brs-seattle.com/sbdc)  
click on “Video Previews” and start  
learning right away!



Includes 24/7/365 online access  
and Participant's Guide workbook.

To order, visit [brs-seattle.com/sbdc](http://brs-seattle.com/sbdc)

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Online Streaming Video  
Financial Performance Curriculum

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[brs-seattle.com/sbdc](http://brs-seattle.com/sbdc)

- Qualifies as SBA Form 888 reportable online management training workshops.
- Online Streaming High-Definition Video filmed in front of live audience.
- Participants work the case studies like they're actually in the classroom.
- Comprehensive 400-page Participant's Guide.
- Every registrant provides additional program income for your Center.
- Provides powerful real-world financial tools, delivered in plain English, to help businesses survive and thrive.

BRS proudly announces the launch of our web-based resource for the independent business market

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"In my 19+ years with the SBDC, I have never received such positive feedback or seen so many excellent evaluations in support of a financial training program. Profit Mastery educates, enables, and empowers."

— Wally Kearns, State Director, Kansas SBDC



**P**rofit Mastery: Creating Value and Building Wealth, the internationally-acclaimed seminar from Business Resource Services (BRS), is now available as an internet-accessed streaming video program.

Normally delivered in a classroom setting over two days, Profit Mastery can now be easily and conveniently viewed in bite-sized segments online 24/7/365.

Presented by renowned speaker Steve LeFever and filmed in front of a live audience, participants will feel like they're actually in the classroom working the case studies along with Steve.

Using a unique combination of information, motivation and humor, Steve's presentation, along with our comprehensive 400-page Participant's Guide, will take the mystery out of the numbers to allow participants to create value and build wealth in their businesses.

Preview the course for free. It's easy! Just log on to [brs-seattle.com/sbdc](http://brs-seattle.com/sbdc) click on "Video Previews" and start learning right away!



Here's what you'll learn:

- The Seven Steps to business success
- Why and how to benchmark company performance
- To quantify the financial payoff of changing management behaviors
- Methodologies for managing profits
- The difference between "making profit" and "having cash" – and how to do more of both
- Practical ways to improve cash flow
- To predict, manage, and control the financial effects of growth
- How to be prepared to get what you need from financing partners
- To create effective, practical plans to improve the financial health of a business

Profit Mastery provides real-world financial tools, delivered in plain English, to help businesses survive and thrive.

Hundreds of thousands of business owners, managers, bankers, accountants, and consultants have attended this proven course over the past 25 years.

Because of the enduring benefits of the course, Profit Mastery University should become the core of your financial education curriculum.

"Superb, pertinent material. Well-organized and well-presented. Profit Mastery has great applicability as a tool for franchisees as well as franchisors and CFE candidates."

— Bill Anderson, IFA Franchisee Forum Board Member and UPS Store Franchisee