



'Cost Creep' ©

Bonus Program Outline

Audio CD Program

Retain Profits without Raising Prices:

1. What is the influence on profits when expenses grow and revenues are flat?
2. Alternative processes for managing flat or disinflation.

'Components to Managing Flat, or Disinflation to Retain Profits without Raising Prices'

1. Controlling Expenses:

2. Revenue Improvement:

3. Contribution Margin Preservation:

NOTES:

[illegible]

AMERICA'S LEADING PROFIT AND CASH STRATEGIST



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NOTES:

Retain Profits without Raising Prices:

Contribution Margin Preservation

- ## 1. Reduce the amount and frequency of markdowns

- ## 2. Reduce shrinkage

- ### 3. Product / Service Strategies

- #### 4. Improved and justified discount policy

'Collective Profit Plan'

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