



SEEDS: YOUR PROFITS

What's your profit goal next year?

- The sunflower seeds are your profits, the reason you're in business.
- I'm not talking about your sales figures.
- Sales are important. A sale is when someone gives you money. That is good. You want sales and I believe you should track sales.
- But you want those sales to turn into profits.
- Sales and profits are two different things. You need sales to get to profits.
- Profits are the monies you keep at the end of the day after you have paid for the cost of goods, after you have paid for your rent and other overhead, after you have paid your employees.
- There are lots of reasons companies go out of business. But the main reason a company goes out of business is because their debts exceed their assets. They go belly up because more money goes out than comes in.
- Profits are all that matter. The main purpose of marketing is to generate profits for your company. Nothing else matters but making money.

.....

.....

.....

.....

.....

.....