

"Learn how to lead and succeed with the practical, proven techniques in this book!"  
 ~Brian Tracy, New York Times Best Selling Author, Professional Speaker, Entrepreneur, and Success Expert

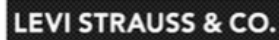
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# THE **PROFIT** BOOK



**21**  
 21 Unique Ways to  
 Increase Sales, Improve  
 Cash Flow, and Boost  
 Your Bottom Line!

**DAVY TYBURSKI**  
 America's Chief Profit Officer™



# **Connect with Davy**

## **Primary Website**

[www.ChiefProfitOfficer.com](http://www.ChiefProfitOfficer.com)

## **Facebook**

[www.facebook.com/davy.j.tyburski](http://www.facebook.com/davy.j.tyburski)

## **LinkedIn**

[www.linkedin.com/in/davytyburski](http://www.linkedin.com/in/davytyburski)

## **Twitter**

[www.twitter.com/davytyburski](http://www.twitter.com/davytyburski)

"As a Shark, Davy speaks my language: ***PROFIT, PROFIT, PROFIT!***"  
~Kevin Harrington, Original Shark on ABC's Hit TV Show "**Shark Tank**"



"There are a lot of businesses out there that could benefit from Davy's strategies and techniques. His strategies are ***easy to implement*** and can really change your entire business!"  
~Forbes Riley (**\$2 Billion TV Host "HSN and QVC"**)

# Caution:

## What are You Focusing On?





# What We're Going to Cover...

**What You Told Me (Common Theme=More Profit)**

**You Won't Hear Me Until...**

**Increase Revenue (Decrease Costs)**

**Talents/Team/Training**

**More PROFIT for You (Next Steps)**

# Remember...

**“Common sense is not  
common practice”**

**- Davy Tyburski**

# What You Told Me...

- Find New/Keep Customers
- Prioritizing
- “Overload”
- People...



**“I Can Make  
it to the Next  
Gas Station...”**



***Thank You!***



# The Story of Me...

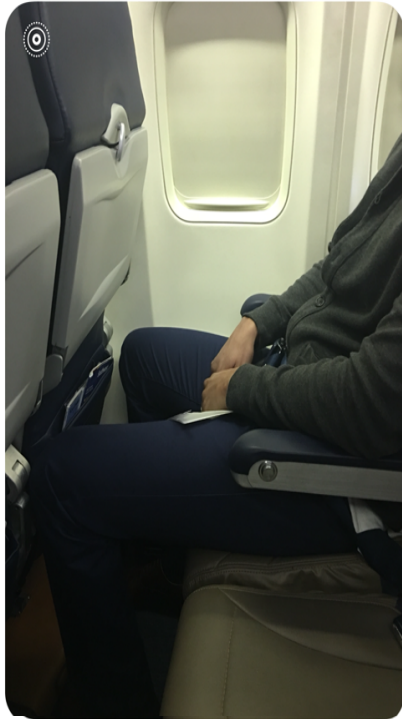
How I Went From a 'Delivery boy'  
to Award-Winning Executive to  
America's Chief Profit Officer™ &  
Why That's Important to You



80%

80%

## BONUS TIP: A Great "I Want the Entire Row" Strategy



LOL-it's either a great strategy or the guy is really sick. Sat in row 9 he already had the barf bag in his lap.



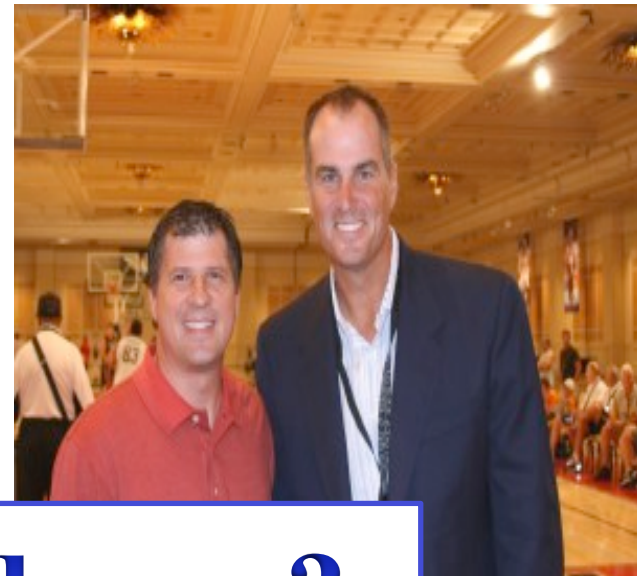
# Warren Buffett

***"Invest in Yourself Before Anything Else"***



"Investing in Yourself is ***the best thing You can do-*** anything that improves Your own talents."





**Common Theme?**





# Legendary Coach John Wooden

***"It's what you learn after you know it all  
that counts."***

(won 10 NCAA national championships in a 12-year period...  
unprecedented **7 in a row**)





# 'Eye-Opening' Stats

## Time-

- During the Last 25 Years, Our Leisure Time Has Declined by 37% While Our Work Week Has Increased by a Full Day
- We Seem to be 'Too Accessible'
  - Email delivered to our phones
  - Text messages
  - Instant messaging
- Initial Sale Takes 5 to 10 Times Longer (and 5-10 x the expense) Than the Second One

# YOUR Math...

1. What is ONE NEW Client/Customer Worth? \_\_\_\_\_
2. Calculate What YOUR TIME is Worth-
  - \$ You made in the last 12 months \_\_\_\_\_
  - Divided by 2,000 (hours) = \_\_\_\_\_
3. What BIG Project is 'Not Done Yet?'  
\_\_\_\_\_
  - How much \$ are you LOSING (Month) because it is not completed (or Started)? \_\_\_\_\_
4. What is the NEXT Step on That Project?
  - What can you do right now to get it or keep it moving?  
\_\_\_\_\_

Text the word **Slides** to  
(210) 321-9671

# “Stay in Touch”



# Increase Revenue- “Stay in Touch” Get and Keep More Customers

Text the word **Slides** to  
(210) 321-9671

- Give them a reason
- Make it interactive
- Slow periods, 50% of something (instead of 100% of nothing)
- Ask, What are you missing? (CCS)

# 3 Things YOU Must Consider...

- Your 'Time Value', What YOU Are Worth/Hour
  - Not necessarily 'what you're making now'
  - Opportunity cost...Pitas
- YOU Just Lost That Second...
  - YOU are not getting it back
- There is Always Room for Improvement
  - YOU have to know where to look



Where are  
YOUR Profit  
Leaks?

# “2-Minute Drill”

## What Don't you Like to do?

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Place a number 1 next to your TOP item, then 2, etc.

# “2-Minute Drill”

## What Do YOU Like to do?

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Place a number 1 next to your TOP item, then 2, etc.

# What's Most Important?...Prioritizing



# YOUR Company Scorecard

YOUR LOGO HERE	Company Scorecard	<div><div></div> On track to meet target</div> <div><div></div> Off track</div> <div><div></div> Missing target</div>			<div>Yellow</div> <div>Red</div>	
		Goal	Goal Description	Actual	Status	Goal Owner
1. goal 1 here	Describe goal 1 here- from x to y by when	Actual Performance	Green	Name	Where the measurement comes from and how it is calculated	Last update
2. goal 2 here	Describe goal 2 here- from x to y by when	Actual Performance	Yellow	Name	Where the measurement comes from and how it is calculated	Last update
3. goal 3 here	Describe goal 3 here- from x to y by when	Actual Performance	Red	Name	Where the measurement comes from and how it is calculated	Last update
4. goal 4 here	Describe goal 4 here- from x to y by when	Actual Performance	Green	Name	Where the measurement comes from and how it is calculated	Last update
5. goal 5 here	Describe goal 5 here- from x to y by when	Actual Performance	Green	Name	Where the measurement comes from and how it is calculated	Last update



# TIME- 'Forced-Ranking' Process

- 1- Highlight Your "Best Ideas/Tasks"
- 2- Choose Your TOP Goal, as of This Moment
- 3- Use my Forced-Ranking Process
  - Rank ideas/tasks based on that goal

Ideal Task	Bus. Area	Ease	Bus. Impact	Total
Design Brochure	Marketing	8	10	18
Implement Phone Attendant	Operations	9	6	15
Sign JV Partner	Marketing	6	8	14
File Papers	Operations	10	1	11

# Smokey the Bear Your Business!



O-u-u-u-u-c-c-c-h-h-h-h !!

"The amount of stress you are feeling RIGHT NOW is in direct correlation to the lack of systems you have in place RIGHT NOW!"

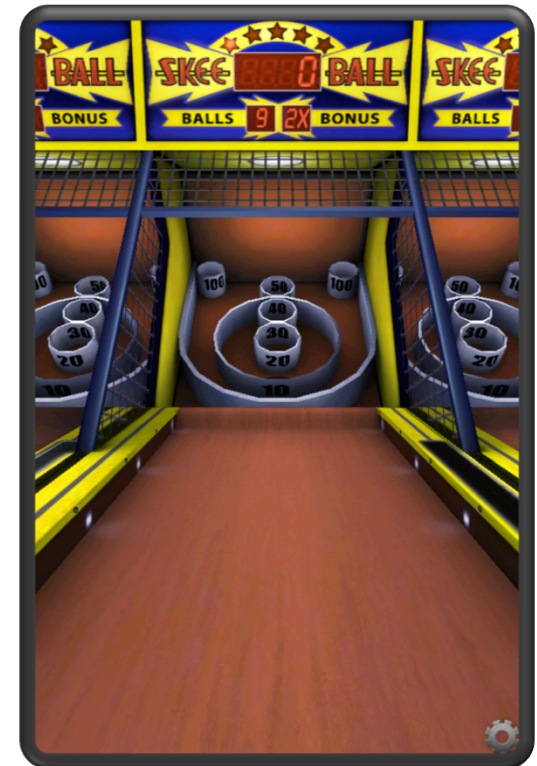
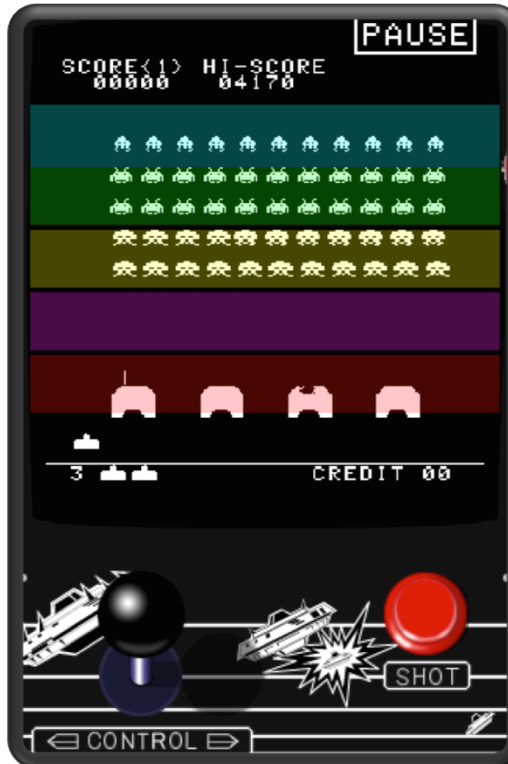
~America's Chief Profit Officer™ Davy Tyburski

# Smokey the Bear Your Systems!





# Everything NEEDS a SYSTEM...



# Documenting Your “Systems”, Procedures, and Processes

## **OLD Way**

- Word-blank screen
- Paper-blank sheet
- Stare at it for an hour
- Do a few steps
- Stare at it a little longer
- Get bored, put it off
- 2 months later...
- ***“It’s HARD to document it”***

## **NEW Way**

- Find who
- Rev it, Audio recorded
- Transcribed within a few hours
  - Comes back 80% done
  - Small edit
  - Create checklist
- DONE in hours, not months!

## STANDARD OPERATING PROCEDURE (SOP)

**Action:**     **Fill in**

**Initial**     ---  
**Implementation**  
**Date:**

**Business**     **Fill in**  
**Area:**

**Revision Date:**     ---

**Why (Scope):** Explain the WHY (benefit)

**What (Guideline):** Explain the WHAT

**Who:** ...is responsible to carry this out

**Step by Step 'Instructions', How, When:**

1. --- Explain the HOW and WHEN
2. ---
3. ---
4. ---

# In Minutes...Not Months!



Order

Client	Davy Tyburski
Order #	TC0018550041

How did we do?

☆☆☆☆☆

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Jessica: Yeah, I mean, overall, our main goal is to use the skills that we have in dentistry and business to really bring value to the world. We're really not, I mean, obviously we want to make a good living but we're not in it to be a filthy rich dentist with multiple summer homes, and whatever.

Davy: Right.

Jessica: We want to give back to our employees, we want to back to our community, we want to get our team involved in doing that, do mission trips. I mean, there are a lot of things that we want to do that we feel a little too strapped down for right now.

Davy: Right.

Jessica: Something we really want to implement, even by the end of the year, is, I don't know if you've heard of the company Buy One Give One?

Davy: Yeah, I have heard of the concept before as far as Buy One Give One. I mean, it happens in shoes and a lot of other different industries but tell me more about that.

Jessica: Yeah, exactly. We like to do, Nathan's idea for this campaign would be something along the line of Fix a Mouth, Feed a Mouth. For every hygiene patient we saw, or something, we'll feed an x number of children in such and such place. It could be locally, it could be somewhere else. Just be able to show people that you can make a difference just by coming to a dentist and we'll take some of that and give back.

Davy: Good, okay.

Nathan: Yeah, I guess, really with that, we feel like we're doing good, we're fixing teeth but we want to do more good, if that makes sense.

Davy: Yeah, that definitely makes sense. That's good. Anything else on that one, Jessica, you want to expand on? Or are you good?

Jessica: I think that's good.

Davy: All right. Let's change gears here. Where do you think, what do you think you guys might be leaving money on the table right now? We talked a little bit about overhead, we talked a little bit about payroll but anything else, any other areas you think you might be leaving money on the table?

Jessica: Oh, yeah. Inefficient systems.

Davy: Okay.

Jessica: I cringe. We do thank you cards for our patients, like, for new patients and whoever refers them. When we first started, Nathan was hand writing those, then we passed it off to somebody else. I cringe every time I walk in the office and I see our office

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# 3 Words (Systems) That Will Change Your Business Forever...

- **C**
  - Compliments
- **C**
  - Concerns
- **S**
  - Suggestions

# Talents and Team

## The 7 P's to Look For...

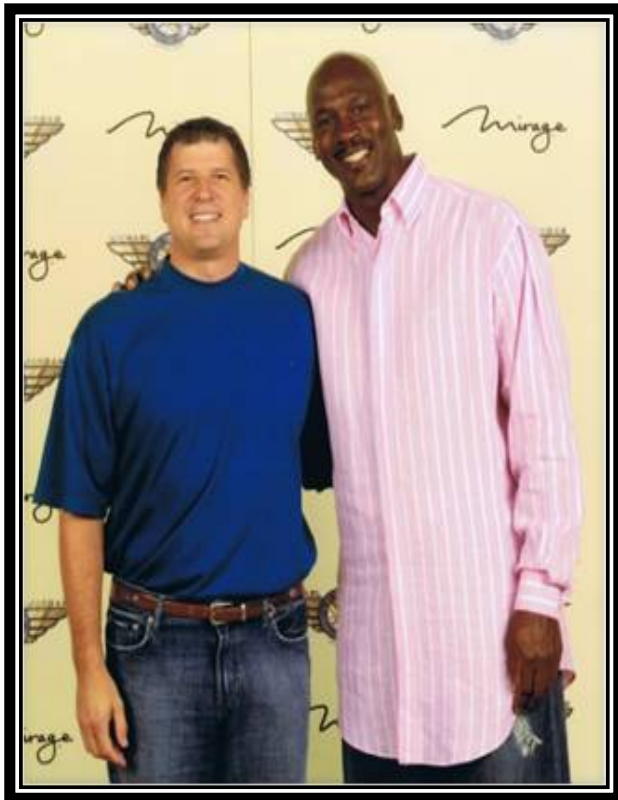
- Passion
- Prevent Stuff From Hitting my Desk
- Problem Solver
- Protects my Time
- Personality
- Profit Oriented
- Personally 'Self-Funding'
- Bonus- Performance Plan

# Appreciates and Improves



# In Closing-Michael Jordan says...

## ***Master the Fundamentals***



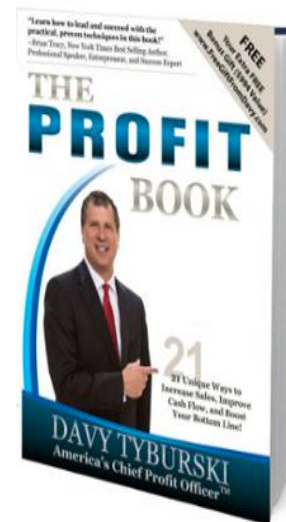
"You can practice shooting eight hours a day, but ***if your technique is wrong***, then all you become is very good at shooting the ***wrong way***. ***Get the fundamentals down and the level of everything you do will rise.***"

# Warren Buffett

***"Invest in Yourself Before Anything Else"***

**NPRRA Conference Special ~~\$25.00~~**

- ***Discounted to \$20***
  - Portion to SCWA **charity** or **scholarship** fund
- You get a ***receipt!***
- ***First 9*** to the table get a
- 1-hour Group ***PROFIT Session during this event!***
  - You can pick my ***"Profit Brain"***



# Meet me in the Grand Hall Expo (near the center)

