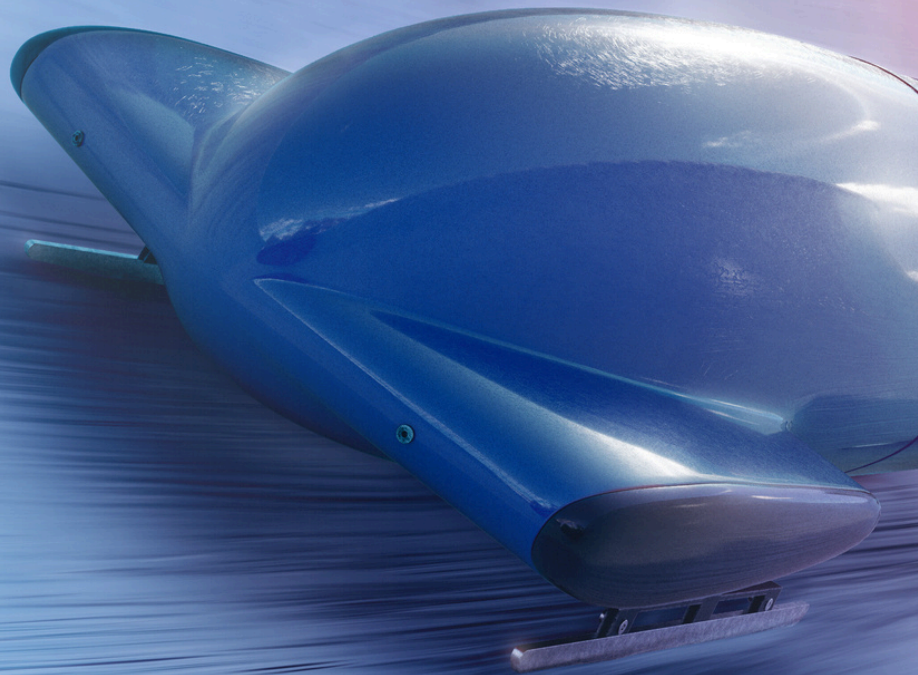


# BUILDING PROSPERITY

A 2-MINUTE QUIZ ON  
YOUR FINANCIAL  
STRENGTH

3 COMPELLING  
REASONS WHY YOU  
NEED YOUR OWN  
WEBINAR SERIES

SPEED OF SERVICE



## HOW FINANCIALLY STRONG IS YOUR BUSINESS?

### A 2-MINUTE QUIZ WILL GIVE YOU A GOOD CLUE.....4

The financial statements of a business are its score card. Yet many business owners and managers do not manage them in a way that creates the level of success they desire. Take this quick 10 question quiz to see how you stack up with those that manage their financials closely.

### SPEED OF SERVICE.....5

The prosperity of a business is directly proportional to the speed of flow of its particles (despatches {memorandums, reports, etc.}, goods, customers, agents, etc.).

To prosper, service must be as close to instant as possible.

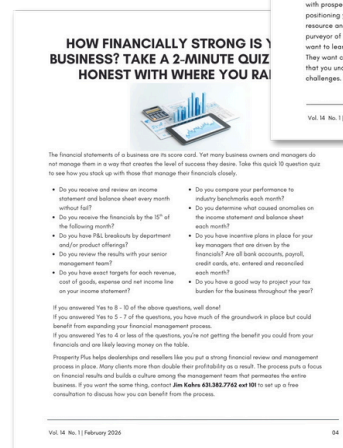
## 3 COMPELLING REASONS WHY YOU NEED YOUR OWN WEBINAR SERIES.....7

If your dealership's business development strategy relies heavily on sales reps making calls, local advertising, and maybe a steady spend on Google Ads, you're not alone. Those methods have worked for years—and they still have value.

But buyer behavior has changed.

Today's prospects want to learn before they talk to sales. They want confidence, clarity, and proof that you understand their business challenges.

That's where a webinar series becomes one of the most underutilized—and powerful—tools in a dealership's marketing program





# M&A - VALUATION

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SELL, BUY OR VALUE A BUSINESS.**



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YOU NEED SO YOU DON'T REGRET IT LATER.**

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631.382.7762 OR VISIT US ONLINE.**

# HOW FINANCIALLY STRONG IS YOUR BUSINESS? TAKE A 2-MINUTE QUIZ AND BE HONEST WITH WHERE YOU RANK.



The financial statements of a business are its score card. Yet many business owners and managers do not manage them in a way that creates the level of success they desire. Take this quick 10 question quiz to see how you stack up with those that manage their financials closely.

- Do you receive and review an income statement and balance sheet every month without fail?
- Do you receive the financials by the 15<sup>th</sup> of the following month?
- Do you have P&L breakouts by department and/or product offerings?
- Do you review the results with your senior management team?
- Do you have exact targets for each revenue, cost of goods, expense and net income line on your income statement?
- Do you compare your performance to industry benchmarks each month?
- Do you determine what caused anomalies on the income statement and balance sheet each month?
- Do you have incentive plans in place for your key managers that are driven by the financials? Are all bank accounts, payroll, credit cards, etc. entered and reconciled each month?
- Do you have a good way to project your tax burden for the business throughout the year?

If you answered Yes to 8 – 10 of the above questions, well done!

If you answered Yes to 5 – 7 of the questions, you have much of the groundwork in place but could benefit from expanding your financial management process.

If you answered Yes to 4 or less of the questions, you're not getting the benefit you could from your financials and are likely leaving money on the table.

Prosperity Plus helps dealerships and resellers like you put a strong financial review and management process in place. Many clients more than double their profitability as a result. The process puts a focus on financial results and builds a culture among the management team that permeates the entire business. If you want the same thing, contact **Jim Kahrs 631.382.7762 ext 101** to set up a free consultation to discuss how you can benefit from the process.





# SPEED OF SERVICE

by L. Ron Hubbard

The prosperity of a business is directly proportional to the speed of flow of its particles (despatches {memorandums, reports, etc.}, goods, customers, agents, etc.).

To prosper, service must be as close to instant as possible.

Anything which stops or delays the flows of a business or delays or puts a customer or product on WAIT is an enemy of that business.

Good management carefully isolates all stops on its flow lines and eradicates them to increase the speed of flows.

Speed of service is of comparable magnitude to quality of service, and where exaggerated ideas of quality exist they must become secondary to speed.

Only then can a business prosper.

## BEST PRACTICES WEBINAR

### PLANNING YOUR END GAME: EXIT STRATEGIES DONE RIGHT



Presented by Jim Kahrs  
President, Founder - Prosperity Plus

## LIVE WEBCAST - FEB 19, 1 PM EASTERN

### Planning Your End Game: Exit Strategies Done Right

cuts through the noise to show you how to maximize value, avoid costly mistakes, and exit with confidence. Whether you're years away or closer than you think, this webinar gives you the clarity, strategy, and leverage to leave strong, not scramble at the finish line.

**PRESENTED BY  
JIM KAHRs  
PRESIDENT  
PROSPERITY PLUS**

 Certified Value Builder™

**JAMES KAHRs**

President  
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## 3 COMPELLING REASONS WHY YOU NEED YOUR OWN WEBINAR SERIES

By Tim Votapka

If your dealership's business development strategy relies heavily on sales reps making calls, local advertising, and maybe a steady spend on Google Ads, you're not alone. Those methods have worked for years and they still have value.

But buyer behavior has changed.

With all of the noise out there, connecting with prospects in today's market requires positioning yourself as a valuable resource and opinion leader, not just a purveyor of goods. Today's prospects want to learn before they talk to sales. They want confidence, clarity, and proof that you understand their business challenges. That's where a webinar series

becomes one of the most underutilized and powerful tools in a dealership's marketing program.

And if the idea of being on camera makes you uncomfortable, here's the good news: doing a webinar can and should be as comfortable as doing a sales call.

Let's look at why webinars work so well.

### **1. Webinars Extend Your Visibility Far Beyond Cold Calls and Local Ads**

Sales calls and local advertising are limited by time, geography, and attention. A webinar, on the other hand, works for you long after it's recorded.

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# ...YOUR OWN WEBINAR SERIES

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One 30–45 minute webinar can:

- Be promoted via email, LinkedIn, and your website
- Be watched live or on-demand
- Be reused as sales enablement content
- Be shared by prospects internally with decision-makers

That means your expertise is visible to multiple stakeholders at once, without requiring your sales team to chase every conversation.

If you choose to stay silent and in the background, you're giving your competitors a leg up.

You don't need to be a performer to do a successful webinar. You just need to be present

## **2. Webinars Build Credibility Before Sales Ever Gets Involved**

Most prospects don't want a product pitch, they want answers.

A webinar positions your dealership as:

- A trusted advisor, not just a vendor
- A problem-solver, not a price sheet
- A local expert who understands real-world business challenges
- An opinion leader

When prospects attend a webinar, they've already raised their hand. They've already invested time with you. By the time a sales conversation happens, the trust gap is dramatically smaller.

Webinars work because:

- You're not "selling"
- You're explaining
- You're educating
- You're answering common questions you already get every day

In other words, you're doing what you already do, you're just doing it once, instead of repeatedly.

## **3. Webinars Generate Higher-Quality Leads Without Pressure**

Cold calls interrupt. Ads compete. Webinars invite. People who register for a webinar are telling you: "This topic matters to me." That's a warmer lead than most traditional outreach methods can deliver.

Even better:

- Attendees self-select into your funnel
- Sales follow-up is more natural and informed
- Marketing can track interest by topic

For those worried about being "on camera," remember: Your audience isn't judging your delivery—they're listening for answers. Authenticity beats perfection every time.

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# ...YOUR OWN WEBINAR SERIES

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## **Webinar Topics That Work for Business Systems Dealerships**

You don't need flashy topics or dramatic presentations. The best webinars answer the questions your prospects already ask.

Here are a few proven ideas for a webinar series:

### **Why you May be Overpaying for Printing and Copying and How to Correct It**

Explain managed print or IT services in plain language. Who benefits? When does it actually save money? What misconceptions should buyers avoid?

### **Why Older Technology May be Costing You More than You Think**

Help businesses understand lifecycle costs, productivity impacts, and warning signs that their current systems are holding them back.

### **"We Get Asked This All the Time" A Common Questions Episode**

Turn your most frequent sales questions and objections and service questions into a Q&A-style webinar. Low pressure, high value.

### **Is Your Company at Risk of Cyber Attacks and What Protections Do You Need?**

Outline the most common cyber attack traps and how to handle them. Position your dealership as a protector of data and workflows And their resource for reliable support and protection.

'If your dealership already has the knowledge, a webinar series simply gives it a stage. And that stage can quietly become one of your most effective lead-generation tools.'

## **The Opportunity You May Be Missing**

Webinars aren't about becoming a broadcaster or influencer. They're about:

- Positioning your company as experts who can be trusted
- Giving prospects a reason to listen to what you can do
- Creating a platform to share your capabilities and the successes you had
- Giving sales teams better conversations
- Modernizing your marketing without abandoning what already works

For the most camera-shy individual, the real risk isn't being on video, it's staying invisible while buyers look elsewhere for answers.

If your dealership already has the knowledge, a webinar series simply gives it a stage.

And that stage can quietly become one of your most effective lead-generation tools.

Are you already hearing objections and resistance in your head? **Click here** to read the entire article which includes the most common barriers and how to get past them.

# BACK ISSUES

TAKE A LOOK AT OUR ENTIRE ARCHIVE OF BACK ISSUES TO SEE WHAT WE COVERED IN EACH ISSUE OF BUILDING PROSPERITY.

CONSIDER GETTING ONE PRODUCED FOR YOUR OWN BUSINESS WHILE YOU'RE AT IT. A PROFESSIONAL MANAGING EDITOR IS STANDING BY.

## BROWSE AWAY

