

“Enhancing Worker Efficiency while Reducing Operating Costs”



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Chairman

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**Brain Cable’s Unique ‘Custom Process Training’ Guarantees:
No Risk – High ROI – Positive Cash Flow – Higher Profits**

A Memo to Your Top Management Team: #9 “Marginal Magic”

How does a Marginal Productivity or Quality Improvement leverage into a much larger Improvement of your Bottom Line?

This is, of course, a basic idea from economics.

Suppose you had a Process earning 10% Profit on Revenues \$50,000, i.e. \$5,000.

Suppose you increase Productivity by 5% increasing Revenues to \$52,500.

What would be your new Profit Percent?

Obviously, new Profits would be \$7,250, or a 50% increase in Profits.

Suppose you eliminate some process errors that had been costing you \$5,000 in unnecessary labor and waste. Revenues are still \$50,000. But, Profits are now \$10,000, or 20%, a 100% Profit Percent increase.

Put them both together and you would get a new Profit of \$12,500 or 25%, a 150% Profit Percent Increase. A “double whammy” leverage, a common result from good Process Training, such as Brain Cable’s Custom Process Training.

Call today for your Confidential Executive Briefing and start earning massive profit increases, thanks to leverage. No Risk. Just Gain.

Brain Cable wants to partner with you for both of our sakes.

I invite you to accept our Invitation below to learn all about it via our Executive Briefing.

Craig Hane, Ph.D.
Chairman and CEO
Brain Cable Inc.

P.S. Feel free to call me on my direct line at 812-332-8179 for a private consultation, or call Debbie Goodman, 800-355-6429 x106 to schedule your *Executive Briefing*.

Visit www.braincable.com/tm Learn about ‘Your’ Free Demo

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