

DOES YOUR STRATEGY HAVE THE RIGHT MARGIN MIX?



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**EACH PRODUCT
OR SERVICE
YOU OFFER
HAS A DIFFERENT
PROFIT MARGIN**



**Some will be
HIGHLY
PROFITABLE**



**Some may
even be
LOSS
MAKING!**



Q#1

IS ALL BUSINESS GOOD BUSINESS?

The first step is to

KNOW YOUR MARGINS

Then you can make

CONSCIOUS DECISIONS

About what you offer, promote and quote.



Q#2

DOES YOUR BUSINESS SUFFER FROM CROSS-SUBSIDY?



Your business may make a profit overall however does one well-performing area cover for any under-performing areas?



Q#3

**SO, DO YOU ONLY OFFER
THE MOST PROFITABLE
PRODUCTS? NO!**

Other factors matter:

Dependable
cash flow

Growth
potential

Volume
benefits



**GETTING THE
MARGIN MIX RIGHT
IS AN IMPORTANT PART
OF BUSINESS STRATEGY**



WHAT HAS YOUR EXPERIENCE BEEN?



Join the conversation
in the comments below

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