

DASHBOARD FOR THRIVING IN ANY ECONOMY



See "Buy It" below to Get Dashboard
SPECIAL til Feb 1, 2010, only \$148.75*

Measure-Up↑ to Manage-Up↑

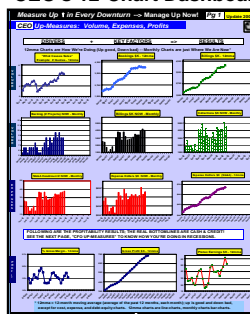
- ▶ Two pages, one for the CEO, other for CFO/Controller.
 - ▶ CEO...focus on volume (customers), expenses, & profits.
 - ▶ CFO...focus heavily: cash, credit, & asset management!
 - ▶ Delegate all else with ongoing communication/coordination.

- ▶ 12 Charts per page, with the RIGHT key indicators to manage for success during any economic era.

- ▶ Three essential areas to Measure-Up and Manage-Up during recessions / recoveries / good times.
 - ▶ VOLUME...maintain and increase aggressively.
 - ▶ COSTS & EXPENSES...hold the line and cut.
 - ▶ CASH, CREDIT & ASSETS...your business' life-blood!

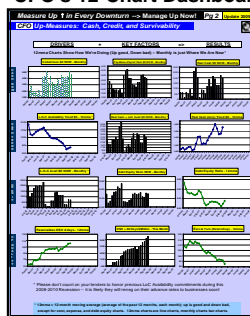
- ▶ When you manage these three areas appropriately, and then add the fourth element, OPPORTUNITIES, you'll survive and thrive. Please see pages 5 & 6 for tips and tricks to find the opportunities.
 - ▶ OPPORTUNITIES:
 - Take market share from competitors - price, unbundle, etc.
 - Outsource; strategic/industry alliances; more below.
 - Embrace key suppliers & customers; alternative credit sources; special asset management

CEO's 12-Chart Dashboard



CEO

CFO's 12-Chart Dashboard



CFO

Quick-Start

1. Understand how to use Trailing 12 Month (T12M) Charts and their look-alike, 12-Month Moving Average Charts (12mma*), by visiting www.ceotools.com website; you can print the free PDF of T12M Charts (click on New Tools Catalog on the homepage, then scroll down to T12M Charts and click on the PDF and print it out). Even better, read all about T12M Charts in Kraig Kramers' book (pages 86 - 97): "CEO Tools: the Nuts 'n Bolts of Business for Every Manager's Success."
2. To customize your multiple charts on one page, either enter or import your data into the appropriate data fields (green headings) under the "Data" tab at the bottom of your screen. If you plan to use the charts shown here, you're almost done once you've entered your data. All you need to do to complete your chart page is to re-scale** each of the charts and overtype the name of your business at the top. To re-scale the charts, double-click your cursor in the vertical scale on the left side of the chart. Then select "Scale" at the top of the dropdown. Enter the minimum and maximum amounts for your data and click "okay." Save your charts under the name you choose.
3. If you wish to change the charts to reflect other information, simply input data and change titles to suit.
4. With that you can catapult your business to higher long-term profits by managing the things that drive profit, namely Billings \$, Gross Margin-%, and Operating Expenses. Figure out what drives billings (i.e., "what causes sales" page 92 of CEO Tools book), and MANAGE THAT! Work on gross margin improvement through price, mix and volume enhancements. Control operating expenses to be in line with gross margins, especially as to timing of expense control. And biggest, manage credit and cash. You'll find you react sooner to cut expenses, faster to accelerate sales, and better on cash and credit!

* 12mma = 12-month moving average (average of the past 12 months, each month); up is good and down bad, except cost, expense, DSO, and debt-equity charts. 12mma charts are line-charts, monthly charts bar-charts.

BUY IT!	To buy this tool in easy-to-use Excel Format, go to: www.ceotools.com and use Visa or M/C. *Special \$148.75 til Feb 1, '10; \$199.25 after. Download link emailed to you immediately!	LIMITED TIME OFFER
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