



Business Value Metrics



Did you know if you earn one dollar from sales you have made around three bucks in business value. Often times we loose sight of business value. You already have heard of financial ratios, google rankings and advertising frequency and reach. Have you used business value metrics? These really get to the back pocket.



Considering that a “good” business sells on the average about every three to five years it makes sense to follow business value. If you haven’t used business value metrics think again. Financial ratios get to basic areas but often overlook marketing or employee activities that could be key to the success or failure of maximizing business value.

Business value metrics begin to identify value pillars and drivers of a concern. Often times value pillars are more valuable than equipment or machinery....

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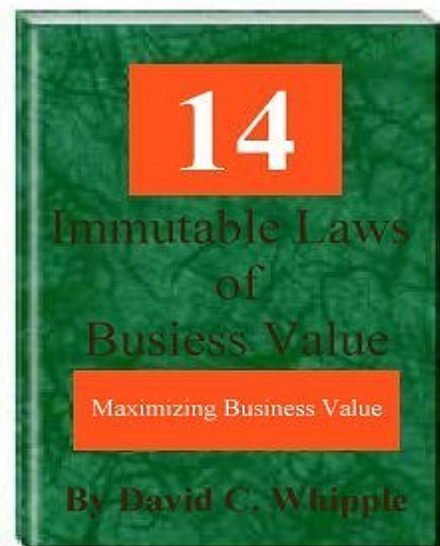
Why select an equity strategy over a sales strategy?

Why 3xs more return?

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