



## Profitpoint Business Solutions

---



### THE 90-DAY ACCELERATOR

*Deep Dive → Blueprint → Implementation*

*A complete operational reset for established regional businesses*

Most owners who reach out are under pressure — too many hours, too many decisions, too many bottlenecks, and a business that feels heavier than the numbers suggest.

The **90-Day Accelerator** is designed to remove that pressure fast.

It combines a structured diagnostic, a clear operational blueprint, and hands-on Fractional COO support to implement the highest-impact changes in your business.

- ✓ This is not consulting.
- ✓ This is not a report.
- ✓ This is not a list of 100 things to do.

It is **90 days of focused operational performance improvements** that gives you real clarity on where your business stands, delivers measurable ROI and gives you breathing room.



# 1. Deep Dive Diagnostic

*A detailed audit across the 6 pillars of your business*

(4–5 hours of structured discovery with you)

We look at the business through six lenses:

## 1. Margins & Pricing Discipline

- Review current pricing approach
- Identify where margin is leaking
- Analyse quoting speed, accuracy, and consistency
- Compare project types (\$20k vs \$50k vs \$100k)
- Identify “hidden profit” opportunities

## 2. Workflow & Operations (Enquiry → Invoice)

- Map your current operational flow
- Identify delays, rework, friction, and bottlenecks
- Review handovers, documentation, and job clarity
- Assess systems strength (Excel, CRM, automation gaps)

## 3. Business, Financial & Personal Review *(The three-legged stool)*

We’ll review your business like a three-legged stool.

If you only look at two legs - say, the business and the numbers – but ignore your personal side, the whole thing is still wobbly.

- Cash flow predictability
- Debtor management
- Project profitability
- Owner workload, stress, and hours
- Personal goals vs business demands
- Goals and desires for the future

## 4. Owner Dependence

- Identify where your time is being drained
- Find tasks that can be delegated or systemised
- Reduce owner bottlenecks
- Save hours per day through workflow redesign
- Better Options for the future (step back, succession, sell. chairman)

## 5. Team Capability & Role Clarity

- Review roles, responsibilities, and accountability
- Identify capability gaps

- Assess culture, communication, and performance
- Build clarity so the team can make decisions without you

## 6. Competitor & Market Review

- Identify your strongest market segments
- Review competitive positioning
- Assess opportunities for higher-margin work
- Identify add-on services and low-hanging fruit

This diagnostic typically uncovers **\$50k–\$250k in hidden profit** before any major changes are made.



## 2. Operational Blueprint

*Built together in the first 2–3 weeks*

Your Blueprint is practical, simple, and focused on the few priorities that will make the biggest difference.

It includes:

### 1. 3-Year, 1-Year & 90-Day step by step Directions

Clear goals for revenue, margin, owner hours, team capability, and independence. Each step builds the foundation for the next so that every action builds a simple foundation.

### 2. Margin Improvement Strategy

Fixing pricing discipline, quoting accuracy, project selection, and scope clarity.

### 3. Workflow & Process Fixes

Redesigning the operational flow so jobs move smoothly from enquiry → quote → delivery → invoice.

### 4. Team Structure & Capability Lift

Clarifying roles, responsibilities, KPIs, and decision-making authority.

### 5. Systems Roadmap

Upgrading or simplifying tools (CRM, job tracking, reporting, automation).

## **6. Reporting & Visibility**

Setting up weekly scorecards, dashboards, and simple reporting so you can see exactly what's happening.

## **7. Owner Independence Pathway**

Reducing your hours, removing bottlenecks, and building capability around you.

## **8. Quick Wins + Low-Hanging Fruit**

The first 10–15 changes that deliver immediate relief and ROI.

## **9. ROI Forecast**

A clear, believable estimate of the financial impact of the next 90 days.

This is the plan we implement together — not a document you're left to figure out.



# **3. Fractional COO Implementation**

*Hands-on operational support — without taking over your business*

You stay in control. I simply get the operations running smoothly under your oversight.

Implementation includes:

### **1. Operational Improvements**

Fixing the systems, processes, and workflows that are slowing you down.

### **2. Margin Protection**

Ensuring pricing, quoting, and project selection support stronger margins.

### **3. Workflow Redesign**

Removing friction, delays, rework, and bottlenecks.

### **4. Reporting Clarity**

Setting up simple weekly KPIs and dashboards so you can see exactly what's happening.

## 5. Team Capability Lift

Helping your team take on more responsibility and make decisions confidently.

## 6. Owner Time Reduction

Removing tasks from your plate and reducing your hours by 10–20 per week.

## 7. Weekly Cadence

Weekly check-ins, priorities, and outcomes so momentum stays high.

## 8. Monthly Review

A structured review of progress, wins, and next priorities.

## 9. 90-Day Outcomes

Clear, measurable improvements in margin, workflow, capability, and owner independence.

You get senior operational leadership without the cost or commitment of employing another full-time executive.



## Investment & Guarantee

**Investment: \$25,000 for 90 days** (1 day per week implementation. Additional day available if needed.)

**Guarantee: If we don't deliver at least 3× ROI in 90 days, we continue working at no additional cost until we do.**

Most businesses see ROI inside the first 30–45 days.



## Who This Is For

The Accelerator is ideal for owners who:

- are working 60–80 hours
- feel the business is heavier than it should be
- know margins should be better
- feel stuck in the weeds
- want breathing room
- want independence and options for the future
- want clarity
- want capability in the team
- want the business to run without them
- want to grow without adding chaos



## What Happens After 90 Days?

Most owners choose to continue with:

- another 90-day plan
- ongoing Fractional COO support
- or a lighter operational cadence to allow strategic changes or options.

Because once pressure drops and clarity increases, the next set of improvements becomes obvious.