Profitpoint Business Solutions

⭐ THE 90-DAY Business Reset

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.

If you're reading this, there's a good chance your business looks fine on paper but still feels harder to run than it should. That's the situation I see most often — and it's exactly what the 90-Day Business Reset is built to fix. Here's what's actually involved, what it costs, and what you can expect.

The **90-Day Accelerator** is designed to remove 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 in the right order.

✅ 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. Profit & Operations Review

A detailed audit across the 6 pillars of your business

(4–5 hours of structured discovery with you – can be done onsite)

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

On its own, this adds up to: Deep Dive Diagnostic ($1,495–$2,200) + Operational Blueprint ($5,000) + roughly 13 days of embedded execution at $1,750/day (~$22,750) worth over $29,000 separately. As part of the 90-Day Business Reset: $25,000 and also includes unlimited phone / email support.

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 Reset 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.

⭐ Not sure where to start?

If you've read this far and you're still weighing it up, there are two good next steps:

- **Book a 30-minute conversation with me.** No pitch - I genuinely enjoy digging into what's actually going on in a business, so it's a good use of half an hour either way and where the Reset would fit for you, if at all.

- **Take the Business Insights Report first ($495).** A short online self-assessment that gives you a clear picture of where your business sits today, before you talk to anyone.