



Tactical Skills
for the Growing Business

Taking Your Business to the Next Level of Growth, Profitability and Productivity

David J. Fionda CPA
Instructor
Business Breakthrough Network

dave@bizbreakthru.com
<http://bizbreakthru.com>



David J. Fionda CPA

David is an accomplished entrepreneur, speaker and advisor who helps companies get to the next level of growth, profitability and productivity.

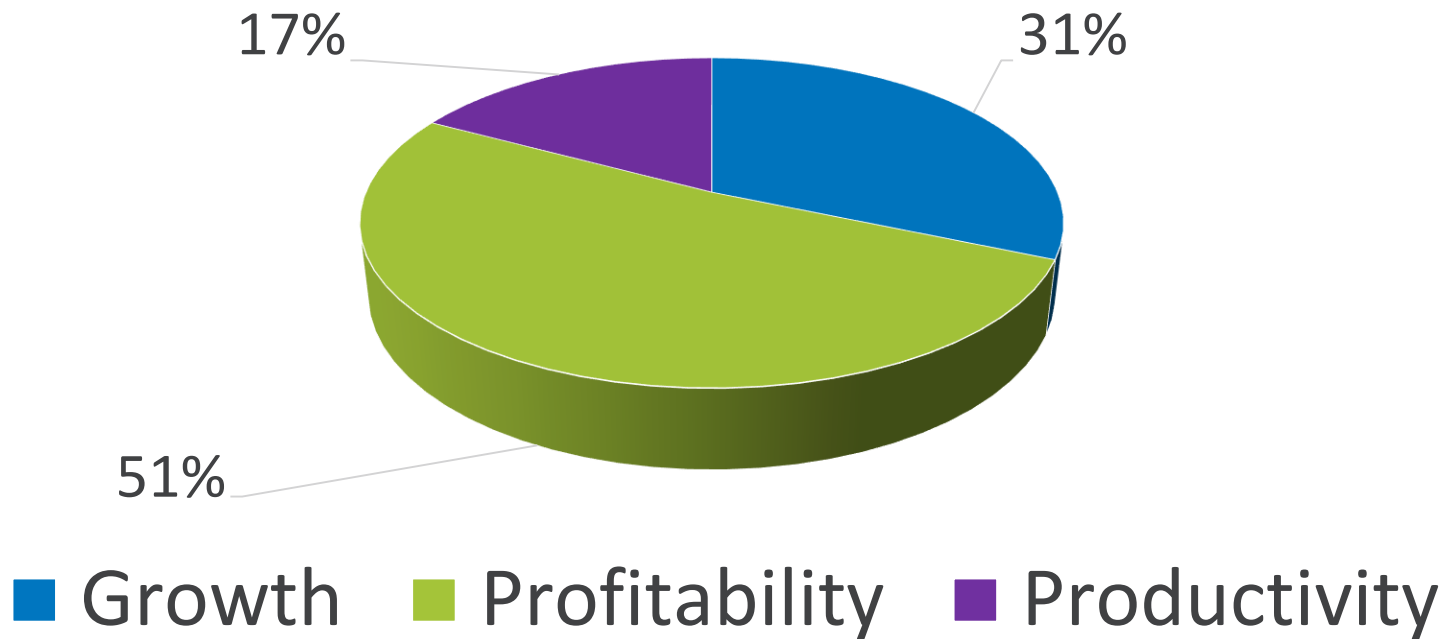
A serial entrepreneur, he has built and sold, a professional services firm, and an ERP integrator. He also was the first to bring Windows accounting software to Italy.

A member of the faculty of Northeastern University, Dave has mentored the winners of the Mass Challenge startup competition two years in a row. He is also a highly rated and sought-after speaker and podcaster. Dave earned a master's degree in Technology Commercialization from Northeastern University.

Agenda

- Introduction
 - Our Research
 - Poll: Your Barriers
 - Growth Breakthroughs
 - Profitability and Cash Flow Breakthroughs
- Productivity Breakthroughs
 - Taking Your Business to the Next Level
 - Summary and Wrap Up

Our Research – Greatest Challenges



Poll – Your Business Barriers



Open your smartphone browser
and go to **live.voxvote.com**
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Tactical Skills
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Top Growth Breakthroughs



Targeting the Right Customers



Repeatable Sales Process



Driving New Leads and Opportunities



Tactical Skills
for the Growing Business

Top Profitability & Cash Flow Breakthroughs



Getting Paid Quicker



Reducing Costs



Monthly
Recurring
Revenue

A hand-drawn illustration on a light gray background. The words "Monthly", "Recurring", and "Revenue" are written in a black, casual script. Each word's first letter is circled in red: 'M' for Monthly, 'R' for Recurring, and 'R' for Revenue. A right hand holding a black pen is shown at the bottom right, with the pen tip pointing towards the end of the word "Revenue".

Creating Predictable Revenue



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Top Productivity Breakthroughs





Defining and Using Key Metrics



**Working
Smarter
Not
Harder**



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Taking Your Business to the Next Level



Tactical Skills
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Summary and Wrap Up

ANY FINAL QUESTIONS



David Fionda CPA

Instructor

Business Breakthrough Academy

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