



SPECIAL OFFER

Profit Mastery University

Normally \$795_{AUD} (\$695_{USD}), now just \$485_{AUD} (\$425_{USD}), courtesy of FCA

THIS IS THE NEXT LEVEL OF FINANCIAL MANAGEMENT: A WORLD-CLASS ONLINE PROGRAM DESIGNED TO HELP YOU ACHIEVE GREATER PROFITABILITY AND EFFICIENCY.

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"Profit Mastery is the best in the world at engaging an audience and teaching vital financial management skills in a unique, fun, and practical way. This is a fantastic value program -- for franchisor executives, business executives, or advisors -- that I'd recommend unreservedly."

— Greg Nathan, founder, Franchise Relationships Institute

*Credit card charges will be in US Dollars (\$425_{USD}).
An exchange fee may be added by your card company.*

Total running time: 9.5 hours

Total program length with coursework: 17 hours

To order or preview the video series, visit
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Enter coupon code **FCAPMU** in the cart to receive your 40% discount!



FRANCHISE COUNCIL OF AUSTRALIA



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Profit Mastery University Syllabus

Profit Mastery Module 1: Introduction: Creating a Foundation for Change

- Identify the seven components of a complete "Fiscal Physical"
- Understand the interrelationships in the Financial Operating Cycle
- Know the primary uses for net profits in a business

Profit Mastery Module 2: Financial Analysis

- Understand the critical need to consistently monitor financial position
- Create a practical process, using ratios, to assess financial performance: identifying strengths, weaknesses, and areas of opportunity
- Appreciate the dynamic relationships that exist between the balance sheet and income statement



Profit Mastery Module 3: Price-Volume-Costs

- Determine how cost patterns affect profits, and analyze the present to make better decisions about the future
- Determine the profitability of individual products or services to determine appropriate pricing strategies
- Utilize "what if" scenarios to calculate and substantiate specific expansion, pricing, and purchasing decisions

Profit Mastery Module 4: Cash Flow

- Develop a profit plan and cash budget forecast
- Identify the effects of short-term and long-term financial cycles
- Determine the differences between net profit and cash flow

Profit Mastery Module 5: Financial Gap Analysis

- Accurately determine the future asset needs of the company
- Identify key issues of financial leverage and debt structuring
- Find the money needed to pay for growth
- Identify inefficiencies that soak up cash



Profit Mastery Module 6: Financial Planning & Planning for Transition

- Identify different types of asset needs and match them to means of financing
- Understand what specific sources are used to repay specific types of debt
- Identify the 5 "C's" of Credit
- Understand what information financing partners need in order to fairly evaluate a loan request

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