

# Using the Numbers to Improve Profits

## Why Do The Numbers Matter?

Numbers Connect Us To Profit  
Profit Is Money Left Over  
Profits Have Purpose & Function

## Where Are True Profits?

**\$ AFTER EBITDA**

(Earnings before interest, taxes, depreciation, and amortization)

## How Do Profits Function?

Reward

Cushion

Debt Payoff

Growth



## Balance & Manage \$ With 3 Steps

**Step 1: Planning**

**Step 2: Executing**

**Step 3: Evaluating**

## How Do You Control Costs?

- EBITDA
- Profit and Loss
- Balance Sheets
- Analyzing in Detail

**Virtual & Digital Reporting Platform**

**sage** Intacct

Meet Your Profit  
Improvement Team



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