Checklist: How to Improve Profitability

Below is a checklist of key items your team should be considering to master Play 3: Profitability.
Check all of the items that you have already put in place, then work through the unchecked items to complete this play, and win.

☐ Understand the high cost of employee turnover (at an average of $150K to replace an employee.) High employee retention improves profitability.

☐ Develop a roadmap to upgrade your top 20 percent of clients to special premium offerings. Many will want, value and pay for this red-carpet level of service.

☐ Find ways to bundle services or products so that you can raise the average ticket price for some sales.

☐ Focus your best talent and efforts on your most profitable services, products and clients.

☐ Do a thorough analysis of the profitability of each project from the last year. You will find that some sales reps focus on volume, while others focus on profitability. Re-educate reps if necessary.

☐ Use a professional services automation system to get more visibility into resource overutilization and underutilization. Spend more time analyzing performance metrics to optimize your efforts.

☐ Find the best people to support your most competitive offerings and support their professional development.

☐ Treat every employee as an agent of profitability. Make sure they understand various profit levers, and empower and incentivize them to come up with new ways to increase profitability.

☐ Scrutinize the performance of every department, cut back on the activities that are costing money without return and invest some of those savings into activities that are making money with greater returns. Automate necessary tasks wherever possible.

☐ Reduce the barriers or hurdles that keep your clients from re-purchasing.