



Date 21 July 2010

CBD Profit Solutions Pty Ltd
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Thanks CBD

We initially contacted CBD Profit Solutions due to a recommendation from a close friend who has a successful business. He had been working with CBD for years and spoke highly of the profitable growth his business was achieving.

I was sceptical because I had worked with Business Coaches over several years and had not been able to get focus or real value from them. That was less than 4 years ago. At that time, our business was paying us a pretty ordinary salary and after paying salary, it was breakeven, some years making losses, others profits. We were getting by with maximum borrowing including our home, ATO debt and factoring our debtors.

Tim quickly helped us make a couple of tough decisions to dump loss-making activities and unprofitable customers, aspects we hadn't been able to shine a financial spotlight on for ourselves previously.

A critical step achieved early in the process was when we reorganised our employees into a team who knows what they are supposed to do. CBD showed us how this should be designed and got involved in getting our people into the right roles, so they know who they report to and they have a clear direction and leadership, which gives them pride in their work. As part of this, we put together a management team and we meet with Tim monthly to focus on Critical Success Factors, implementing strategies and planning the future.

Within a few months of this, profitability started to flow through and this allowed us to start work on improving our cashflow. A completely new focus on debtors, creditors and how we finance things has got rid of the cashflow monster. We no longer feel like we are under a rock. We no longer have the constant battle paying bills and we have paid off the debtor factoring which saves us a ridiculous amount of money each year.

As an item on the agenda for each monthly meeting, we now manage cashflow instead of it managing us (including building wealth outside the business). When needed, Tim rolls up his sleeves and designs customised solutions such as our new quoting method. We now know the cost of an employee and the appropriate chargeout rate and have developed a quoting system to ensure we do not undercharge for our security solutions.

I used to worry if we won a big project, about whether we could handle it properly from a managing, financing and systems point of view. However, now I can confidently say to customers and potential customers that we are capable of taking on their projects, knowing that we have built the organisation to handle it. Each step of the way, a critical part of that team has been the people at CBD Profit Solutions. I am very proud of what we have achieved because we are able to solve complex electronic security problems for customers.

I used to work ridiculously long, stressful hours in the business, where now I work the right amount of hours and get to concentrate on using my strengths in the customer problem-solving area, knowing the rest of the business can back me up with very professional implementation. There is always more to do, but I now have confidence we can do anything we want to in future.

Kind regards

A handwritten signature in blue ink that reads 'J Pearman'.

John Pearman
Manager
Crimetech Security Pty Ltd

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