



Simple Numbers, Straight Talk, Big Profits!: 4 Keys to Unlock Your Business Potential

By Greg Crabtree, Beverly Blair Harzog

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***Simple Numbers* can guide you to increased business profitability!**

Take the mystery out of small business finance with this no-frills guide to understanding the numbers that will guide your business out of any financial black hole. Author Greg Crabtree, a successful accountant, small business advisor, and popular presenter, shows you how to use your firm's key financial indicators as a basis for smart business decisions as you grow your firm from startup to \$5 million (and, more!) in annual revenue.

Jargon free, and presented in an easy-to-follow, step-by-step format, with plenty of real-world examples, Crabtree's down-to-earth discussion highlights the most common financial errors committed by small businesses, and how to avoid them. You'll be fascinated to learn:

- Why your numbers are lying to you (and why you are the cause!)
- How labor productivity is the key to profitability and simplifying human resource decisions
- Why the amount of tax you pay is your #1 key performance indicator

Take advantage of Crabtree's years of experience teaching clients how to build successful businesses by "seeing beyond numbers" with this step-by-step guide to increasing your businesses profitability.

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Editorial Review

About the Author

Greg Crabtree is a founding partner of Crabtree, Rowe & Berger, an accounting firm based in Huntsville, Alabama. He frequently presents to entrepreneurs across the country.

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