

## Register Today and Reserve Your Seat!

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Two-Day Course and All Materials  
\$199.00 per person

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Only 20 miles from Phoenix Sky Harbor Airport, transportation is through the hotel van service (reserve airport pick-up 24hrs in advance by calling the bell desk (480-596-7535) for a flat rate of \$24.00 per person. Book your hotel room TODAY at 1-800-540-0727 (ask for in-house reservations and reference WayPoint Conference (\$190.77 includes room and all taxes between 8am - 4pm Arizona time. Each room accommodates two queen beds or one queen bed or one king bed - you choose your preference).

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# Advanced Profit Management Conference

## Two-Day Education Program

presented by

The Merrifield Consulting Group, Evergreen Consulting,  
WayPoint Analytics, Jonathan Byrnes & Company

Private session for Corporate Executives  
responsible for profit management and profit improvement.

If a major part of your job  
is developing, driving and measuring plans  
that will make your company more profitable,  
this session is for you.

Course Provides  
16 hours of  
CPE Credits!

Strategic & training materials in  
electronic format to  
take home.

March 24 - 25, 2011 • Scottsdale, Arizona

### What Will Be Covered:

- best practices for profit management
- profit improvement strategies and tactics
- identifying and isolating profit issues and opportunities
- philosophy and benefits of price strategies and price optimization
- sales compensation strategies to maximize profits and growth
- triggers and obstacles to change in a corporate environment

### Take-Home Library

Each attendee will receive the full seminar content and resource materials, including all the seminar Powerpoint decks a complete best practices library on CD. You'll be able to share and present the conference materials as you begin to drive new Profit Power practices in your own company!

- Islands of Profit in a Sea of Red Ink: Why 40% of Your Business is Unprofitable, and How to Fix It. — Jonathan Byrnes' breakout bestselling book.
- Switch — How to Change Things When Change is Hard — last year's bestseller
- Strategic Pricing — Brent Grover's guide
- Quantum Profit Grams — library of profit newsletters by Bruce Merrifield
- Library of Conference Powerpoint Decks — share and teach the conference content to your own team
- Library of Best Practices — collection of distribution best practices articles by Bruce Merrifield
- Quantum Profit Management Webinar — 90-minute recording of the highly-successful QPM webinar
- Radical Profit Improvement Plays Webinar — 90-minute recording of the RPIs webinar by Bruce and Randy

### The Conference for Profit Teams

The new decade, the new economy, and new technologies are bringing a renaissance to business management. To lead and grow in the new decade, every company will need to develop new profit-driven strategies and master the latest tactics to outperform their history and their marketplace.

Winning companies are establishing profit teams to drive sophisticated new approaches to managing profitability and growth.

This private conference is where you and your leadership team can discover the best and most effective strategies for success!

### See New Tools and New Techniques

Highly-effective new strategies have emerged that can put your company on whole new competitive footing. See how any company can dominate when they execute on the deep insights new software tools provide. We'll teach you the winning strategies and show the best new tools.

### Learn How to Use Strategic Pricing

Price optimization can be one of your most potent tools when re-profitizing a business hammered by the economy and by competitive pressures. You'll see how strategic pricing is done, and how companies are using it to get new profits when sales are flat.

### Network With Other Profit Professionals

Share your experiences, and learn the unique solutions others have developed. Take home new perspectives for your team.

### Learn How to Drive Positive Change — Quickly and Permanently

We'll cover the secrets of inspiring real change, even if your power is limited. Learn how to build a company-wide approach to profit that brings the whole team on board. You'll find out how to make the sales force enthusiastic partners in restoring solid profit growth to your business.

### Get New Strategies for the New Normal

See how Quantum Profit Management gives companies access to their hidden profits while exposing lurking profit killers.

Get the latest tactics for addressing the most difficult profit challenges, and discover the fast profit solutions most executives don't know about.

### Discover a New Kind of Sales Compensation

Learn how the experts are designing a totally new kind sales commission plan that guarantees profitability while making the best reps rich! We'll show you how.

### Hear From the Experts

We've assembled a top team to share their Profit Power secrets. Hear from, and interact with, experts that know the shortest paths to rapid success. Get feedback on your biggest challenges and brainstorm novel solutions that can put your company at the top.

### D. Bruce Merrifield, Jr. The Merrifield Consulting Group



An expert on high-performance distribution management and profitability best practices,

For more than three decades, he's been writing and lecturing on tactics and best practices in distribution, and is a much-sought turn-around advisor for distributors facing market challenges. Bruce has done work in over 150 channels.

### Brent Grover Evergreen Consulting



Brent is a former distribution company owner and CEO, and now leads Evergreen Consulting, advising wholesale distributor's with a focus on profitable growth.

An alum of Arthur Andersen, he taught for five years at Case Weatherhead School of Management and serves on the boards of several manufacturing and distribution companies.

### Jonathan L. S. Byrnes Jonathan Byrnes & Company



Jonathan is a Sr Lecturer at MIT and an acknowledged authority on profitability management. Author of "Islands of Profit in a Sea of Red Ink", Jonathan uses a systematic process for analyzing profitability.

His extensive experience spans virtually every industry, including healthcare, transportation, software, retail, financial services, distribution and others.

### Randy MacLean WayPoint Analytics



Randy is the creator of WayPoint Analytics, the online service that gives distribution and manufacturing companies deep insight into profitability issues in their business.

Having built several companies, and with a background in sales, engineering and executive management, Randy connects data information to action plans with a corporate perspective.