

The Pinnacle of Profit

After your strategy is implemented, you'll know if it's working with our proprietary Quarterly Business Audit process, which measures 5 key performance indicators over time. Applying a simple formula helps you determine if you're in the Pinnacle Zone — gross profit is growing at a faster rate than SG&A and your business is healthy, or the Critical Zone — SG&A is growing at a faster rate than gross profit and you have some work to do.

