



Self-Funded Revenue Increase

Sustainable Business Growth

Fully Integrated Solutions



PROVEN PROFIT GROWTH METHODOLOGY



Free Profit Growth Evaluation

- Sales growth and revenue assessment
- Business and lead generation process
- Product Innovation review
- Company valuation assessment

Strategic Marketing Plan

- Competition review and SWOT analysis
- Profit growth opportunities
- Marketing mix recommendations
- Fully Integrated Implementation



Highly Targeted Lead Generation

- Build ideal client profile prospect list
- Develop LinkedIn lead generation programs
- Email and telemarketing campaigns
- CRM set up and marketing automation

EXTENSIVE NETWORK OF EXPERIENCED PARTNERS



Uncover Government Grants

- Identification of eligible projects
- New grant opportunities
- Project descriptions and reports
- International business development

Up to 20% Expense Reduction

- Minimize wasteful overspending
- Ensure against vendor overcharging
- Better or same value of products and services
- Clients pay for results only



Social Media

- Selection of best channels
- Account set up and content creation
- Audience development and engagement
- Implementation and monitoring strategy

INTERNATIONAL BUSINESS



New technologies and shorter product life cycles require a global marketing approach. Your company needs to expand its reach to increase sales and minimize the risks of doing business. What is your competitive edge and how do you convey this message? Do you have all the necessary marketing support material? Is there a knowledge-based infrastructure in place to take on this task?

Your key to success is the support of a seasoned export marketing professional with a proven track record.

Our Services – In English, French, Spanish and German

- **Company assessment and current international activities**
- **Competition review and SWOT Analysis**
- **Selection of export markets with growth potential**
- **Creation of international marketing plan**
- **Application for government funding**
- **Part time or full time export marketing management**
- **Implement export marketing strategy**
- **Visit trade shows, agents and customers**
- **Work with network of Canadian trade commissioners**
- **Select agents or distributors, prepare contracts**
- **Develop and implement communications mix**
- **Recruit and train export team**
- **Foreign currency management, letters of credit, export insurance (EDC), invoicing, logistics and export controls**
- **Intellectual property protection**

Our clients operate in the manufacturing, transportation and services sectors, have sales between \$2 to \$50 million, offer innovative products and/or solutions, have developed international sales opportunities and are run by progressive management and motivated support teams.



FULL-SERVICE SOCIAL MEDIA MANAGEMENT



Do you want to reap the many rewards of Social Media but don't have the time or expertise needed to stay on top of it?

We will help you by setting up your social media channels, developing and curating content, engaging and growing targeted audiences, and monitoring and measuring for maximum exposure and reach.

Which Social Media Channels are Best for You?

We help you determine which Social Media Channels are the most beneficial for you and will also set up your accounts.

Keep Your Content Fresh

We can either provide content for you or you can supply us with the messages, news, photos and videos, or a combination of these. We will post your content at the best times to reach your target audience.

Audience Development and Engagement

We will execute your audience engagement plan by connecting with mutually beneficial organizations, individuals and businesses.

Monitor Social Media Channels and Measure Your Success

We will monitor your channels daily to ensure prompt response time and to take advantage of good sharing and relationship development opportunities. You will receive monthly status reports.

STANDARD MONTHLY PACKAGE

6 photos, 2 stories, 10 posts

PREMIUM MONTHLY PACKAGE

10 photos, 3 stories, 12 posts, 2 videos

CUSTOMIZED PACKAGES

We can provide customized solutions to suit your vision and objectives.



Services include photography, copy and blog writing, graphic design and video production.

OPPORTUNITIES AND RESULTS



Success Stories

Business growth through self-funded marketing programs:

Consumer goods manufacturer saves \$230,000.00 a year in insurance costs, obtains government grants and invests in business expansion.

Medium sized food manufacturer saves \$75,000.00 a year in packaging material allowing them to invest in business development to become a Canadian leader.

Northern Ontario Dealership receives more than \$50,000.00 a year for R&D activities in the mining sector allowing them to develop new business solutions.

Our clients save up to 20 % in health insurance premiums and safeguard risk management.

Business Growth

BCC Profit Growth designs and implements the latest business development programs for a variety of companies utilizing the latest technology and lead generation software. In addition, our trusted partners will enhance and streamline your operations.

These programs include:

- **Creation of unique selling proposition messaging**
- **Develop a target prospect database**
- **LinkedIn prospecting campaigns**
- **Implementation of CRM + marketing automation**
- **Telemarketing/email campaigns**
- **Marketing collateral and more**

Services through reliable partners:

- **Information Technology**
- **Telecommunications**
- **Human Resources**
- **Talent Recruitment**
- **Company Valuation**
- **Financial Consulting**

WHY BCC PROFIT GROWTH?



Free Evaluation of Your Profit Growth Opportunities

If you feel that your company needs to generate more profits NOW, we are here to help.

- **Sales Growth and Revenue Assessment**
- **Business and Lead Generation Process Review**
- **Sales & Marketing Team Assessment**
- **Product Innovation Assessment**
- **Marketing Media Requirements**
- **International Business Review**
- **Controlled Expense Review**
- **Government Grant Opportunities**
- **Financial Strength Analysis**
- **Company Valuation Assessment**

This review includes two in-depth meetings – one with CEO/owner and one with key staff.

Key Differentiator

If you are looking for a partner with hands-on experience who works as a member of your team, we can help. We analyze your current situation, define objectives and work with you to implement a mutually agreed upon action plan with time lines.

Return On Investment

Your investment will pay off in growing sales and profits by allowing experienced and driven professionals to concentrate on achieving your bottom-line goals affordably.

MOVING FORWARD



Fully Integrated Profit Growth Solutions

Are you looking for a true partner you can trust to move your business forward? An advisor who does not over-promise but delivers the agreed upon services on time at reasonable cost?

Comprehensive analysis and planning, a solid strategy and action are required to reach your goals.

We work efficiently, using our experience to achieve results. BCC Profit Growth is ready to increase your sales and profits by analyzing your current situation, defining your strengths and weaknesses and preparing a clearly defined plan.

What is Self-funded Revenue Increase?

Self-funded revenue increase stands for expense reduction and government grants with the objective to partially pay for a strategic marketing plan, lead generation, international business and marketing media. These services are available for up to 50% less cost than traditional consulting firms, and can result in a business valuation increase through higher EBITDA.

CONTACT US FOR YOUR FREE CONSULTATION

Bernhard Wagenknecht
Managing Partner

BCC Profit Growth

bw@bccprofitgrowth.com

519-502-0550

www.bccprofitgrowth.com

