



ASBDC 2017 Profit Mastery State/Region Annual Access

Profit Mastery has proven to be the answer for those states/regions who are improving their ability to serve their second tier clients and increase center metrics. In order to make this critically important program available to every state/region Business Resource Services is significantly changing pricing for the SBDC. Previously Profit Mastery was offered through a Master Site License billed annually. Pricing is now significantly discounted and is now calculated on the number of centers in a network. The schedule is as follows:

Up to 10 centers: \$2,000	11 to 20 centers: \$2,500
21 to 30 centers: \$3,000	Over 30 centers: \$3,500

Profit Mastery Annual Access includes the following benefits for the ASBDC State/Region:

1. Unlimited access to Profit Mastery University for all SBDC counselors and staff for a full 12 months. This includes the online videos, downloadable handouts, and access to online assistance for both technical and content questions. It is expected that all SBDC counselors will take the Profit Mastery University curriculum online.
2. Free training for those counselors who wish to become Certified Facilitators and present the Profit Mastery curriculum to clients in a classroom setting using the online video series.
3. Access to Profit Mastery University for all SBDC clients for \$95 per client (usually client paid) for a full 12 months. Each state/region will be provided its own shopping cart for its clients, and one individual within the state/region will be provided administrative access to the Profit Mastery University registration system to be able to track the progress of counselors and clients through the program.
4. Assistance with providing benchmarking data for clients who have completed the Profit Mastery University curriculum and are now ready to drive up the financial performance of their businesses by benchmarking their operation against industry metrics.
5. Each SBDC client that completes the Profit Mastery curriculum will receive one month free access to our Profit Gap financial reporting system. Thereafter, the cost per month will be \$19.95 per report.
6. The Profit Mastery Participant's Guides, normally \$195, will be made available at the discounted price of \$95 per workbook. Facilitator's Guides for those who wish to become Certified Facilitators will now be available at \$195

In addition, one live training day can also be provided at the deeply discounted price of \$3,500, plus instructor travel. This includes workbooks for each participant, up to a maximum of 20. Thereafter each additional participant will be an additional \$95 for the workbook materials.

This Profit Mastery annual access program is available to states/regions for the year January 1-December 31, 2017. All current Master Site License states/regions will use this pricing structure for their 2017 renewals.