



# Frontline Profit Machine: The Khoury Blueprint for Exploding Profits at the Point of Sale

*Ziad Khoury*

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As a business owner, you have no control over your competitors, the economy or the litany of outside influences that affect the health of your business. What you do have control over is the performance of your team, the environment you create, and the people you invite to join your team. For many businesses, improving the service and sales ability of the frontline -those who deal directly with customers--provides the largest opportunity for profit gains. This is because for many businesses, a 5% to 10% improvement in top line revenue can result in 100% improvement in bottom-line profit. Frontline Profit Machine provides an in-depth summary of how businesses can increase profits by improving service and sales at the frontline. This is not simply a matter of up-selling customers; it requires a cultural transformation encompassing training, a sense of ownership and empowerment among frontline employees, measurement, and appropriate financial incentives--all parts of the Khoury Performance Equation blueprint. Frontline Profit Machine is a revolutionary business book that outlines how your organization can achieve these goals!

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