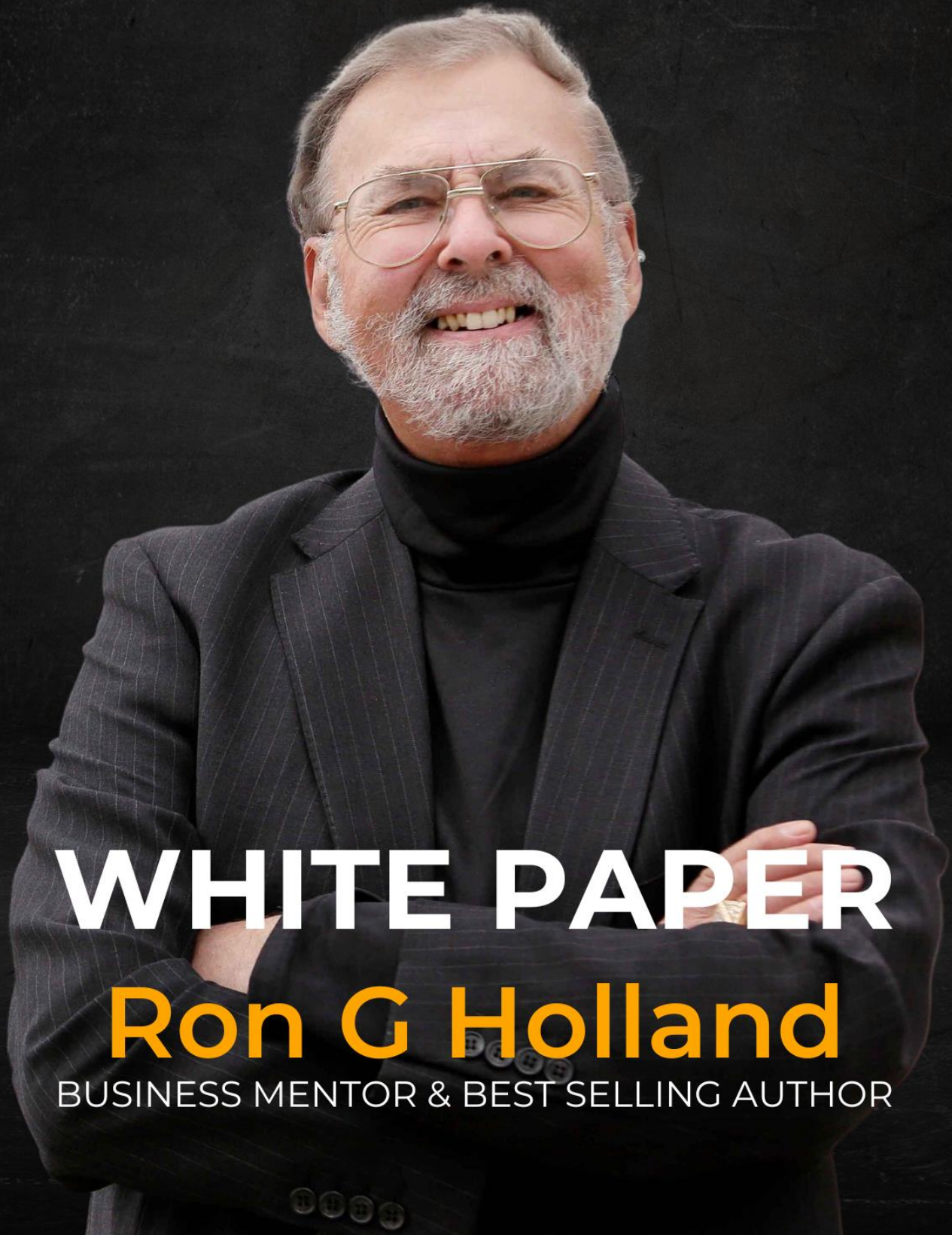


# PROFIT

## IN TURBULENT TIMES



**WHITE PAPER**

**Ron G Holland**

BUSINESS MENTOR & BEST SELLING AUTHOR

Insights to  
**PROFIT  
IN  
TURBULENT  
TIMES**

WHITE PAPER

by

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# DISCOVER OPTIMUM WAYS OF DOING THINGS, IN THE POST PANDEMIC ERA

In my humble opinion, the recession hasn't even started. The worst is yet to come, believe me. Only those that have their wits about them, will survive and make **Profit in Turbulent Times**. Those that come up with creative, innovative and new ways of doing things will prosper and make massive **Profits in Turbulent Times**. In this post pandemic landscape, you will need to be open to new things and embrace different ways of making things happen, perhaps some that you have never even considered or thought of before. We now live in changed world, that we need to be consciously aware of. It is time to do you own thinking, get past the overwhelming negativity and noise and start verifying things, based on your own experience.

## GET YOUR MOJO BACK. PRIORITY ONE

Getting your mind operating like a super-computer, in tough economic times, is crucial. To be ten steps ahead of every competitor, new legislation and able to overcome every hurdle, barrier, incoming missiles and problems that comes your way, is going to be a major key to your success. Imagine being able to solve problems and perhaps even more importantly being able to recognize problems on the horizon, way in advance, so that you will then be able to deal with them pro-actively not re-actively. It is often said, that the 'speed of the leader, is the speed of the group.' For you to **Profit in Turbulent Times**, you will need to lead from the front, control your own mind and be on top of every aspect of your business.

## DEVELOP COST EFFECTIVE MARKETING, OR WITHER ON THE VINE

Marketing is becoming ridiculously expensive, increasingly difficult, and ever more frustrating. It pays to engage and combine old school business acumen and marketing ideas with young people, cutting-edge technology and social media. Marketing and **Profiting in Turbulent Times** demands that you not only think outside the box, but more importantly, inside the box - your own brain box! You'll being to make your marketing work and make **Profits in Turbulent Times**, only when you begin to get your mind around the outstanding confusion that is out there in the world and marketplace today: Poor communication at every single level, too much noise and seeing too many erroneous and misleading adverts and articles on the internet and

social media that are frequently driven by hidden agendas, far too much getting lost in translation in emails, too many people talking in riddles, the difficulty in eliciting favourable (if any) responses from people and organisations, no matter how many times you approach them.

## **DRAMATICALLY SLASH OVERHEADS, MASSIVELY INCREASE PROFIT MARGINS, REGARDLESS**

Now is the time to start slashing overheads and allow new shoots of growth to come through. Take a long hard look at every single outgoing and prune ruthlessly. Outsourcing is becoming more and more necessary but knowing exactly which country to go to for what services can prove to be a headache and protracted learning curve. Now is the time to become mean and lean and create a 'green machine' by making every single £1 do £100 worth of work – at a minimum. People in your organisation will prove to be a major expense and a dramatic focus on productivity in all areas is called. A weeding out of non-productive elements needs to be implemented immediately or better still, a methodology that turns non-productive people into profit centres needs to be put in place. Ridding millstones and replacing them with superchargers will prove to be quantum leap. Not everyone gets depressed in a recession, some people thrive and come into their own. Your job is to wrinkle them out and mobilise them. Now is the time to focus intently on the profitable areas of your business and get ultra creative in developing even more profitable products and services. None of this happens by accident and to make massive **Profits in Turbulent Times**, one has to set up deliberate initiatives. It is **only** massive profits that can fuel growth!

## **SELL MORE, MUCH MORE**

I don't care what words that use to frame it, whether it's: aggressively, craftily, creatively or persistently. Increase sales you must – both massively and dramatically. Yes, even in tough economies and **Turbulent Times** and especially when the world around you is collapsing. Time to change up a gear – or two. It's time to step up to the plate and break through the glass ceiling. Start making phone calls, have face-to-face meetings, knock on doors, ask for referrals, recruit commission only sales reps - by the dozen, set up a tele-sales team, start talking to people, use bird-dogs who will scour pubs, bars, golf courses, City clubs and drag prospects into you, for a

commission. Do whatever it takes but increase sales. Explore different marketplaces and don't be tunnel visioned. Look abroad, spread your wings and your net. Research 'increase sales' on Google, – you'll be overwhelmed with fresh ideas. Start in-house training on selling and closing. The time has arrived, right now, to sell, sell, sell!

## **COAXING THE MAXIMUM OUT OF YOUR PEOPLE**

When business is booming and cash is flowing, in a stable economic climate, things tend to become very inefficient and much gets lost in the mix. However, in tough and **Turbulent Times**, (things in the workplace and business have changed dramatically since the global pandemic, just in case you haven't noticed) you really do need to get all your ducks in a row and your people being operating at optimum. You need each player on your team in the optimum position and working to their own individual strengths, some of which you may not have even recognised - up until now.

## **WORKING ON YOUR BUSINESS, NOT IN IT**

Unfortunately, one the traits and indeed traps of tough and turbulent times is that many CEOs tend to spend even more time in their businesses, at the coal face, mostly firefighting. It takes ball of brass to get away from it all, start to relax and become creative. Delegation skills need to be honed to a fine art. Perhaps the time has come to switch from being a hands-on-entrepreneur, to being a poolside delegator and overseer. The time has arrived to be using much more mind power and more mental faculties, than doing hard, time consuming, physical work at the coal face, no matter how counter intuitive that may sound.

## **FREQUENTLY, ITS NOT WHAT YOU KNOW, BUT WHO YOU KNOW, THAT COUNTS**

To make **Profits in Turbulent Times**, it pays to know exactly who to go to for help, advice, information and contacts who can propel you forward rapidly. Warm introductions to trusted sources can be invaluable and save swathes of time and money. Having a business mentor that can effect warm introductions to City law firms, accountants who add value, stockbrokers who raise money for early stage companies, venture capitalists who won't give you the run-around, banks that

actually listen, PR companies that deliver, top online and offline marketing experts, non-executive Directors that invest and fundraising platforms that perform without hidden costs.

## **EXPLOIT THE MULTITUDE OF OPPORTUNITIES THAT EVERY RECESSION BRINGS**

In any recession, there are always those that go bankrupt and disappear without even a trace of bubbles (well over 50,000 companies in the UK alone since 2020 and millions more, worldwide) and those who prosper and survive and come out smelling of roses. You need to ensure that you don't waste a good recession and capitalise on every single opportunity that comes your way in indeed, that you attract. It is now a buyers' and recruiters' marketplace!

## **UNLOCK YOUR UNCONSCIOUS MIND & DISCOVER YOUR INNER MAN**

Develop yourself and overcome self-doubt, increase confidence, overcome ego, discover new ways of thinking. Learn how to generate success ideas, fool proof ways to solve problems and most importantly, engage in specific thinking processes that will allow you to dramatically increase **Profit in Turbulent Times**, no matter what industry you are in. Learn delegation skills that free up your time and creativity. Learn reading and writing skills that will leave no room for ambiguity when instructing your team members and employees what to do. Facing up to your own weaknesses and shortcomings can give you a massive boost and allow you to quickly get on top of things. To **Profit in Turbulent Times**, one frequently has to dig deep inside themselves, and prise out your own powerful inner man. I have never had a mentee that has raised millions or taken a company in the hundreds of millions – without getting their mindset right - first.

# **SELECT A MENTOR THAT CAN GIVE YOU MULTIPLE QUANTUM LEAPS**

A one-on-one business mentor is still the number one tool and hidden secret of top CEOs and entrepreneurs around the world. It's a fact! Selecting a business mentor that has experience in mind power, as well as business acumen can be a tremendous asset, because to **Profit in Turbulent Times**, you really do need powerful mental fortitude and a mind like a steel trap. Choose a mentor that has access to a thick black book of contacts right across the board, which will be worth more than its weight in gold. Engage a mentor that has a proven track record that spans multiple decades and has worked in all sectors. Grab a mentor that can bring clarity of thought in a common 'horse sense', no BS manner and one that can cut through all the hyperbole, jargon, noise and platitudes and help you focus in on just the 'right things' that will bring massive **Profits in Turbulent Times**. With the right mentor, the weight will lift from your shoulders, the black cloud above you will disappear and you'll soon be expanding exponentially and profitably and not heading toward the bankruptcy courts.

**Making massive Profits in Turbulent Times is all about making right decisions and the move to engage Ron G Holland as a one-on-one mentor, could prove to be a game changer.**