

Put Your Client in the Driver's Seat

The **Business DashBoard™** enables your client to track the performance of their business performance in an easy to understand format of dials and gauges – just like the dashboard of a car.

Think about driving for a minute... a quick glance at your car's dashboard gives you a lot of vital information.

In an instant, you can tell how fast you're going, how much fuel you have remaining and whether the engine is overheating. It tells you how many miles the car has driven, the mileage of this current trip, if your indicators are flashing, or if your headlights are turned on. All the information you need is available with a fleeting look at the dashboard.

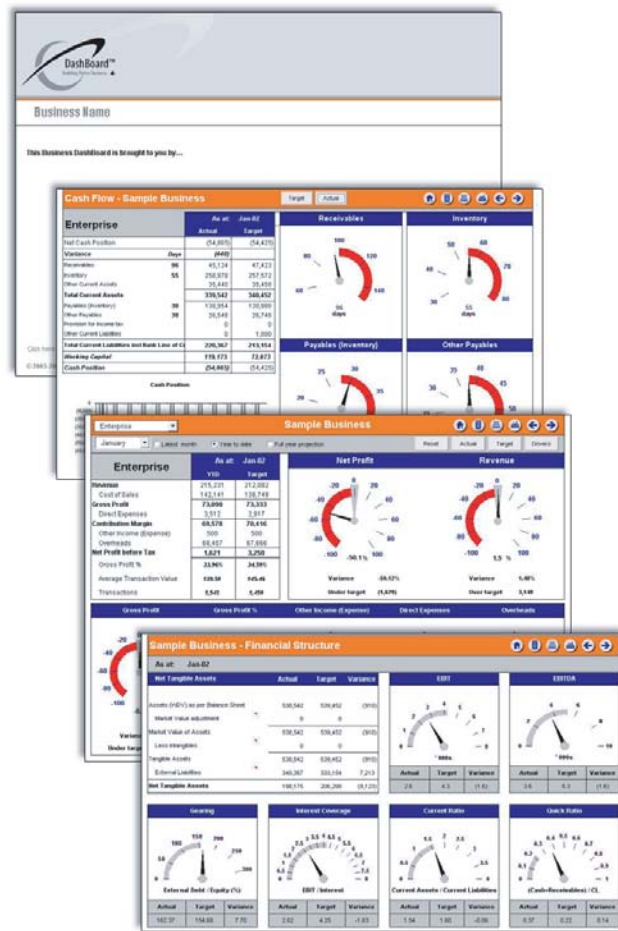


Now your business clients can obtain all the relevant information they need in order to better manage their business in the same way...

By turning the dials, your client can perform simple 'what if' analyses on their business, see how they're tracking against targets and monitor cash flow projections. No longer do they need to stare, glassy eyed, at columns of numbers or graphs that talk to events already passed.

With a quick glance at their Business DashBoard™, your client will know if they're on track (in the "clear") or off-target (in the "Red Zone") and they can call you for advice and support before things get out of hand.

The Business DashBoard™ is a powerful tool that helps you develop and maintain a stronger bond with your business clients, AND will simultaneously increase both the fees you generate and the value you deliver.



"We signed up 12 DashBoard Clients and added new fees worth \$97,200. Not only that, we're helping our clients run a better business and already getting added value work on top of these fees!"

Bob Bowley, Bowley Consulting, New Zealand



Talk with a Principa Practice Development Advisor to learn how the Business DashBoard can help you grow your practice and help your clients build a better business.

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