**NEXT STEPS: GET A FREE PROPOSAL**

1. Call Jeff Kurrenbauer, President, INSIGHT, 703.956.1423 or 703.999.1259 (cell)

* Jeff will describe how an operational activity-based calibration model will be built of last year’s income statement.
* It will show how much revenue and profit was “left on the table” because total sales and marketing expenditures were not maximized.

2. He will schedule a meeting (web or on site) to describe the process in more detail.

* He will also get a feeling for the complexities of your business.

3. In discussions with his partners, he will develop a FREE proposal.

FINALLY, ACCEPT JEFF’s PROPOSAL

4. And, get to work implementing EMP’s unique financial and operational modeling analytics to maximize both your sales and marketing ROI and your profit.