

# The Herring Group

## PATH TO 12%

### ALIGN THE NUMBERS

Data consistency & reliability



### MANAGE LABOR HOURS

Scoreboards & psychology



### PRODUCE THE PROFIT MODEL

Competitive awareness to price with courage



### MANAGE THE PORTFOLIO

Renewals, selectivity & new opportunities



### REFINE THE BUSINESS MODEL

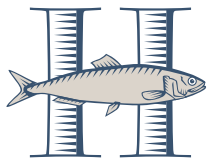
Incentive plans & sales conversion rates



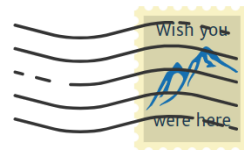
### BUILD THE BUDGET

Proactive plan & accountability





*The Herring Group*  
Financial Leadership



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Profit Margin | Life Margin