

SMALL & MEDIUM SIZE

BUSINESS ECONOMIC REPORT

ACHIEVING THE AMERICAN DREAM
OF OWNING A BUSINESS DOES NOT
HAVE TO TURN INTO A NIGHTMARE

by: MarcoRobert.com

Find Out How The World-Famous
Quantum Business Architecture
(QBA method) Can Double Your
Revenues, Explode Your Profits, Help
You Accumulate More Wealth
...and Retire Five Years Earlier



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SECTION 1

IF YOUR BUSINESS MAKES MORE THAN \$200K IN PROFIT... YOU SHOULD KNOW THIS

Please accept this report as our gift to you. We have spent months compiling the information comprised in this report to help business owners tackle today's challenges with the best result-driven method.

The more research we did, the more it became obvious that business owners who were able to get their businesses to pass the \$200,000 per year profit line faced a new set of challenges: too many balls to juggle with (too many decisions to make).

Many people can muscle their way to \$200k profit per year, but in order to go passed that point, they need business science. Let me explain why.



In a not-so-distant past, most people could run their businesses on intuition, emotion and gut-feeling. In the last couple decades, we have seen a massive jump in business science and data analysis. The kind of analysis available today was simply not possible before the 2000's. With computers becoming more and more affordable, data analysis became more and more popular. Today, it's common place. In fact, it's so common that all larger businesses are using one form of it or another. It makes it very hard for smaller and younger businesses to compete in any sector of the economy.

To survive in today's science-driven environment, business owners must have access to a scientific method for analyzing their competition, their market, their finances, and the productivity of their staff.



The problem is that most methods are very costly and require the help of expensive experts and guides.

Two questions should come to your mind:

- 1 Where do I get such business science?
- 2 Who should I trust to guide me?



Ask your accountant? They'll say you have a financial problem.

Ask a sales expert? They'll offer you a sales training program.

Ask a life coach? They'll say YOU are the problem.

Ask a MBA/ management consultant? They'll say you have a systems issue.

Ask a productivity expert? They'll point out to your lack of leadership skills.

Ask any so-called expert and you are guaranteed to get a different answer...an answer that benefits them greatly.

ALL BUSINESS EXPERTS HAVE A BIAS FOR WHAT THEY DO! (You should write it down and post it on your office wall)

LET'S STOP THE INSANITY....

Your business is different from any other. It needs a solution that is made for its own set of challenges. EVERY BUSINESS HAS DIFFERENT NEEDS.

What's the best way for you to find out what your business needs?



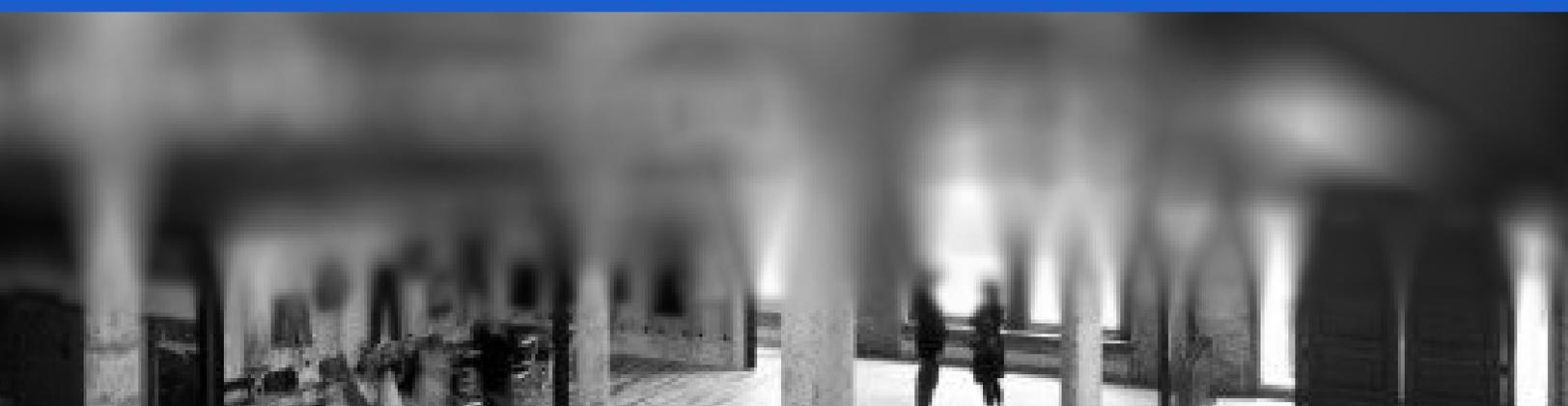
You can hire a team of business analysts.
If your business is already doing upwards of \$30M per year, you can probably afford to spend a few hundred thousand dollars to hire in a team of business experts.



You can take a guess.
Traditionally, smaller businesses that can't afford expensive management experts have had to try to figure out everything on their own. But without the proper business knowledge, most of them end up just guessing. They are wrong 87% of the time.



You can use the QBA method.
QBA is a decision matrix any business owner can learn in under two hours that gives them an advantage like hiring a team of expert MBA graduates.





Marco Robert, our founder, is a sort of sleuth of business. He's dedicated his entire adulthood to a single pursuit: understanding the difference between successful businesses and failing ones. In his decades-long quest he's traveled the world advising business owners on five continents. He befriended billionaires and celebrity businesspeople, and like a spy, he infiltrated organizations, and poured over thousands of business books, courses, statistical data and government studies.

Out of that monumental research came QBA:



An easy decision matrix that anyone can use to understand the true causes of any business' challenges.

A simple, paint-by-the-number process to resolve any issue faster than anyone else.





WHAT KIND OF CHALLENGES ARE TODAY'S BUSINESS OWNERS FACING?



More recently, the team at MarcoRobert.com was tasked to understanding the current challenges confronting small and medium size businesses in today's economy.



We spent the last few months analyzing facts and figures collected from dozens of recent economic studies, market analyses, government reports and the result of our own multi-year survey conducted with over 800 businesses.



The goal was to understand the challenges facing business owners and prove that using the QBA method is still the best way for businesses to thrive in the current economic climate.

As we met with business owners, a theme emerged in the way they felt about their business...



"I feel a bit overwhelmed."



"There's just too much to do."



"I don't know where to start."



"I can't see an end to this."



"My wife says I am too stressed."



"What am I supposed to do next?"



"There's just too much to do."



"There's got to be a better way to run my business!"

RUNNING YOUR BUSINESS CAN BE FUN AGAIN

People feel stress, frustration and tension when their environment overwhelms their mind and they can't make decisions fast enough to deal with the mounting challenges around them.

More and more business owners are starting to realize that there's an easy way to fix it; Use a proven method for making decisions.

With an objective, fact-based methods, it's like the decisions are being made for you. No need to stress over what needs to be done next. It eliminates frustration and minimizes tension to an all-time low level.



THE CHAIN LINK APPROACH

Think of your business as a series of chain links attached to one another. Things like revenue, profit, staff happiness, product quality, management experience, target market, marketing, and the myriad of all other business topics, are all individual links making the business chain.

At any given time, a single chain link will be the weakest link in the chain, right?

While many chain links may need strengthening, only one will be the weakest. In fact, sometimes the weakest link is so weak, that correcting nothing else but the weakest link can radically improve the entire stability and integrity of the business

We have seen businesses that had been struggling for years, completely magically explode their financial success fixing a single issue – the weakest link..



What's the weakest link in your business?

If you listen to so-called business experts out there, they all believe that their area of business expertise is the biggest problem that EVERY business needs to fix first. That's not true. Every business is different. Every business is constituted differently. Therefore, every business has a different weakest link.

START HERE...

Rationally speaking, the weakest link in any business should always be the first problem tackled by the business owner, because it's the highest risk that threatens their business the most.

But to do that, they first need a method for identifying the weakest link.

How do you identify the weakest link in your business?

- Is it sales/revenue?
- Is it cash flow?
- Is it your product?
- Is it your employees?
- Is it your location?
- Is it your target market?
- Is it your management team?
- Is it your product?
- Etc. etc.

There are dozens of potential areas to examine.

With so many possible challenges, it is improbable that an average business owner would know where the weakest link in their business is. In fact, it was impossible until the QBA method came out.

As you will see in future sections of this report, instead of addressing the weakest link in their business, 87% of business owners admitted to trying to fix another issue.

Even more dumbfounding, 64% of business owners didn't even know that their business' biggest problem (weakest link) was a problem at all.

[KEY FINDING] In short, the best way to build a strong business is to address the weakest link of the business first. Then the next weakest link. Then the next one, and so on and so forth until the entire business chain is secure.

With the QBA method, business owners can achieve monumental feats of success in very short time. Because, instead of trying to fix everything in their business, they can focus on the weakest link that really matters.

To find out more about the QBA method schedule a 15-minute Zoom call with someone on our team at MarcoCalendar.com. You'll be able to ask us any question you want and see if your business qualifies for a full QBA training.

SECTION 2

TWO IDENTICAL BUSINESSES: ONE THRIVING, ONE STRUGGLING

** If you don't understand this, you are
GUARANTEED to fail in your business! **

Please take a moment to review this carefully. Your understanding of the following information will determine your success in business and your success in life.

Imagine two identical businesses, let's say they are both construction companies.

They were both started in 2001. They are both located near Phoenix, Arizona. They both have the same annual revenue, \$2,000,000 and they both have the same annual profits \$300,000.

Can one of them be more successful than the other? YES!

Can one of them have a bigger bank balance than the other? YES!

Can one of them have a higher valuation than the other? YES!

Can one of them be easier to manage than the other? YES!

In fact, these two seemingly identical businesses could not be less similar if they tried.

	Business A	Business B
Started:	2001	2001
Location:	Phoenix, AZ	Phoenix, AZ
Revenue:	\$2,000,000	\$2,000,000
Profit:	\$300,000	\$300,000
Bank Balance:	\$100,000	\$500,000
Debts:	\$1,000,000	\$0
Staff:	20	14
Owner:	50 hr/ week	5 hr/ wk (Absentee)
Valuation:	\$500,000	\$1,300,000



Now, the million-dollar QUESTION:

“If these two owners were to sell their business and retire next year, which one of the two would have a better quality of life in retirement?”

ANSWER: “Business owner B” would have more than twice as much money to enjoy during retirement. Talk about a difference in lifestyle.



The example above reflects two relatively small businesses doing only \$2M per year. Imagine two businesses doing \$10m, \$15m or even \$20m. I can assure you that the valuation difference between two similar businesses doing \$20m each is often measured in millions of dollars.

Nothing we are talking about here is intuitive, emotional and it can't be fixed by following your gut feeling. You simply cannot avoid learning about this and still expect to have a great lifestyle.

Are you starting to see how the average American business owner is leaving millions of dollars on the table at the time of retirement? And here's the worst of it: most don't even know they are wasting away years of their life, and millions of dollars by not understanding how to maximize their business returns.

The QBA method is the only strategic business tool that allows business owners to maximize the returns they get from their businesses. It's the only method that shows them how to understand the above situation and how to fix it in the fastest possible time.

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TURN THE AVERAGE MAN'S ADVERSITY INTO YOUR WINNING ADVANTAGE

The results of our multi-faceted business study are in...

BAD NEWS: the optics are gloomy for the average business owner.



GOOD NEWS: shrewd entrepreneurs can win big from the current economic environment.

Here's a quick summary of the study:

According to the Small Business Administration (SBA), regardless of what products or services they sell, more than 95% of businesses (and probably you as well) are operating their businesses at a mere 25 to 50% capacity...that means that the average business has the potential to double and even quadruple their revenue, their profit and their business valuation.

[KEY FINDING] We found that most businesses could easily grow by as much as 10 folds without changing much of what they are currently doing... but only if the owners were open-minded and willing to adopt a new business strategy developed by our team. As you know by now, we call our method: Quantum Business Architecture [QBA].

One of the participants in the study, was able to grow his business 100 folds in less than three years using our the QBA method.

In short, the study revealed that most business owners are working way too hard, for way too little.

Why is that?

Facts point towards growing competition in all sectors of the economy. It is getting harder and harder for businesses to differentiate themselves. Business owners struggle with too many challenges and too many decisions to make at the same time.

In most industries today, businesses face nearly ten times more competition they did just a generation ago.

Mix that with the skyrocketing inflation in the cost of goods, the increases in taxes, and the costs of hiring capable employees, and you get a recipe for a business owner's nightmare.

Today, with so many factors affecting their performance, most businesses are doomed to struggle at one point or another unless they have a scientific method to help manage the constant barrage of business challenges.

In fact, recent statistics published at [Forbes.com](https://www.forbes.com) show that in the first 1,000 days of operation nearly 80% of businesses closed their doors. And of those that made passed 1,000 days, most still struggle in one way or another and never cross the \$200k profit line.

CONGRATULATIONS...

If your business has crossed the \$200k profit line you have beaten the statistics. Now you are facing a new set of challenges.

Employee retention is plummeting.

Productivity is diminishing.

Staff morale is low.

Traditional marketing methods are less effective.

The cost of attracting clients is going up.

Profit margins are dwindling.

Business owners work longer hours.

Inventory expenses are increasing.

Business bank accounts carry smaller balances.

Credit card debts are at an all-time high.



Here's a summary of today's business challenges according to diverse government generated reports:



In the other sections of this report, we will address the causes of those troubles facing business owners and propose easy-to-implement solutions to help open-minded entrepreneurs beat the odds and even take advantage of the current situation.

Marco Robert, our founder, has personally turned around over 50 businesses. In fact, he's batting 1,000 – in over 20 years, he's never failed. He likes to say:

“Turning a business around starts with having the right mindset. No matter the economic climate, there's always a way to thrive for those committed to succeed.”

SECTION 4

BUSINESS IS A SCIENCE, NOT AN ART FORM

By now you know that the QBA method is the best way to combat the problems listed in previous sections of this in this report. In fact, in this section we intend to show you how these “problems” can be blessings in disguise for business owners who use the QBA methods.

The load of overwhelming challenges facing businesses is a huge differentiating factor. It makes sure that business owners who learn to make better decisions can distinguish themselves from the pack and attract flocks of clients.

It may be hard for you to understand at this stage, but all shrewd entrepreneurs agree; the bigger the problem, the more people it affects and the more severe it is, the easier it is to overcome.

Using the science of business strategy, allows business owners to make better decisions and capture the lion’s share in their marketplace no matter how the economic climate is – while at the same time reaching higher levels of profitability.

WHO'S MARCO ROBERT?

Marco is a friendly, life-loving family man who's been hailed as "The Fastest Business Turnaround Expert" by his celebrity and billionaire partners all over the world. Marco Robert, was the creator of the revolutionary Quantum Business Architecture (QBA for short).

Marco created the QBA over 20 years ago, when he was busy exploding the results of Silicon Valley companies. Later, he used his QBA method and traveled around the world to advise businesses in over 38 countries, in Asia, Africa, Australia, Europe and all over the United States and Canada.

The idea of QBA is simple. By having a proven method for identifying the key issues their businesses are facing, business owners are better equipped for making quicker decisions, so they can easily identify...

1

WHAT business issues to fix and in what order to address them.

2

HOW to fix any business issue faster than you ever thought possible.

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SECTION 5

THE QBA METHOD IS POWERFUL, AND IT WORKS

Here's a brief example of how the QBA method performs when compared to traditional methods.

Let's say a certain "Mr. Business Owner" has been thinking about his retirement. He's determined to maximize the valuation of his business to ensure he and his family get to enjoy a better lifestyle after they sell the business. What should he do next? Who should he trust to guide him?



Let's examine two scenarios

SCENARIO A:

The business owner has a hunch and thinks that by increasing his business revenue he could increase his business value. So, he decides to explore that idea.

He speaks with a sales expert. They convince him that the best route is to hire a new sales manager. So, he pours a lot of time, money and effort into the project, but after several frustrating months he figures out that sales aren't improving because his marketing does not generate enough leads.

A friend suggests he should invest in social media marketing to help generate more leads. After tens of thousands of dollars wasted in ads spent, he realizes that neither him nor his team have the expertise needed to make a social media marketing successful.

He decides to hire a Facebook marketing expert to help. After months with little to show for he finally confronts the expert who tells him "His business brand is too weak" and it makes it impossible to monetize a lead generation campaign on Facebook.

A few months later, he comes across a leadership expert who suggest he could train the company staff and increase their productivity. Mr. Business Owner enthusiastically invests himself in the new "leadership training project". After months of weekly trainings, he finds his employees seem happier, but he does not see much improvement in the business financial numbers.

He turns to a friend for advice. He is a corporate executive working for a billion-dollar company. Mr. Business Owner learns that he should streamline his operations and tightens his business financial controls in order to increase the business' profitability. So, he hires a management consulting firm. He gets results. But within a few months after they've left, things fall back to the "old normal" and the business situation remains barely unchanged.

One night he's sitting at home, tension is mounting. He's feeling a bit overwhelmed and discouraged after months and months invested in improving his company and little to show for.

On the verge of giving up he asks himself: "What should I do next?"

With dozens of options, what do you think he should do?

Hire a new
accountant?

Buy new equipment?

Hire a business
valuation expert?

Innovate and come
up with new
products/services?

Hire a branding
specialist?

Hire a market study
firm?

Expand the business to another location?

Hire a PR consultant?

Hire more employees?

Spend more time networking within his local community?

Hire an advertising firm?

Work with a different bank?

Hire a succession planner?

Hire a tax attorney?

Hire a new CEO for the business?

Got a financial partner?

What should Mr. Business Owner do next when confronted with dozens and dozens of potential "solutions" to his problem?

SCENARIO B:

Mr. Business Owner spends about 90 mins learning the QBA method. Then, using the chain link approach, he spends a day or two analyzing his business to understand the real causes of his problems. Then he spends about 3-4 hours making decisions and drafting an action plan to redress his business. The plan is based on the best business practices accepted by the business scientific community for their ability to create the desired results. Lastly, he rolls out the plan. That's it!

BUSINESS IS SIMPLE!™

[KEY FINDING] When it comes to improving a business; the hunches, opinions and ideas of the business owners don't matter. The truth is that there are scientifically agreed methods for addressing all potential business issues. All businesses face real issues unrelated to the owners' likes, dislikes, tastes, opinions, fancies, and whims. All businesses are like chain links. They are all different. They all face problems that are more important than others. And the solutions to those problems are always simple. What complicate things is ALWAYS a stubborn business owner who must have it their way.

The problem with businesses failing or not reaching their goals has little to do with HOW to fix issues, and a lot to do with the fact that most business owners lack a strategic view of the entire situation; QBA fixes that.

Don't wait, find out more about the QBA method; schedule a 15-minute Zoom call with someone on our team at MarcoCalendar.com. You'll be able to ask us any question you want and see if your business qualifies for a full QBA training.

SECTION 6

THE RESULTS OF THE MULTI-FACETED BUSINESS STUDY

If you are feeling overwhelmed with the amount of work you need to do to just keep your business running... If your business is causing you to feel stressed... if you are a bit confused with the enormous number of tasks at hand... and if you secretly feel overworked with no end in sight, the QBA method is for you. It is a business decision matrix that was designed to help normal business owners achieve the kind of results that only expensive MBA graduates used to be able to create.

Business experts are always bias to their own solution. So, business owners should stop hiring so-called business experts until they first use the QBA method to identify their business' real key issues. Then, and only then, should they consider hiring experts. But the truth is that at that point they probably won't need experts. They'll be able to fix all issues easily by themselves.





The current report examines the factors affecting the performance and success of small and medium-size businesses that are operating above the \$200k profit line per year. It also looks at how the famous QBA method should be applied in all businesses to relieve tension and improve results.



We spoke with over 800 business owners in over 150 different business industries and consolidated our data with other government studies and publicly published reports.

WHAT CHALLENGES ARE TODAY'S BUSINESSES FACING?

To better understand the current situation, our team tried to answer the following two questions

- 1 Why are some businesses, in the same economic sectors and industries, thriving while others are struggling?
- 2 What common challenges are small and medium size businesses facing?

Here are highlights of our key findings:

When being interviewed, most business owners stated feeling tension in trying to run their business. Tension was defined as



feeling overwhelmed



feeling stressed



feeling confused



feeling overworked



feeling frustrated

We found that most business owners didn't use any scientific method for making decisions. They relied on hunches, emotions, gut feelings and opinions of people around them to guide them in their business.

Most business owners said they had received conflicting advice from people they trusted.



After performing a QBA analysis on their business, 87% of business owners admitted they were wrong. They had thought their most pressing business challenge was different than what THEY, THEMSELVES uncovered using the QBA method. Many even stated having foolishly worked on fixing the wrong issues unsuccessfully for months and even years.

In fact, 45% (nearly half of all the business owners interviewed) admitted having wasted money in hiring wrong experts to solve the wrong problems in their business.

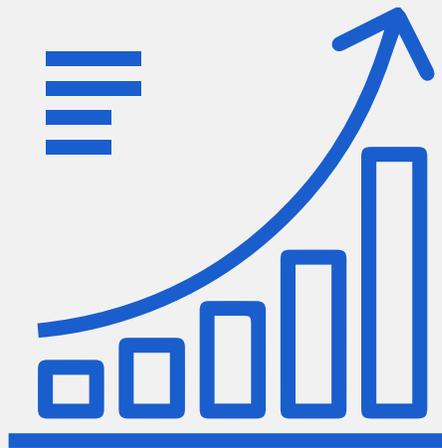
During the interview, we questioned every business owner on their team management skills. Half of them said they didn't know how to significantly increase the productivity of their staff. And many mentioned their business offered no training and instead hoped to find employees that were already trained.

Of the 800+ business owners interviewed, 94% said they had never studied leadership and had just a vague idea as to how to coach their employees. 71% didn't have a retention strategy to keep their best staff. And 21% of business owners confessed having fired good performing employees in the past due to emotional disagreements. In the end, 59% of businesses didn't have any formal performance assessment method or any improvement method to help develop and grow their employees.



We also spoke with many employees. An average of 58% of employees interviewed said they were unsatisfied at work. 40% admitted looking for new jobs.

When we discussed the competitive environment, 64% of business owners admitted not knowing how to innovate to keep their offering fresh and competitive products/services to their clients. 18% of all business owners interviewed said they had never made any changes to their product/service offerings since they started the business. 32% said they had not changed their offerings in over 5 years and 57% said they had not changed them in over one year. And a recent Forbes.com article stated that 45% of business owners who lose their business admit it was because they couldn't find a market for their products or services.



We brought up the topic of business valuation, succession and retirement. 72% of business owners said they were concerned about their ability to keep their financial lifestyle after selling their business. 26% even said they didn't think they could ever retire because they didn't think their business was worth much, and it didn't allow them to save enough for retirement.

26% of business owners interviewed had no plan to retire – ever – before chatting with us.

Then we discussed their revenue generation strategy. 74% didn't have a pricing strategy and admitted they were probably leaving money on the table. 47% didn't have a clearly defined strategy to increase their sales. 39% didn't know how to keep their clients after the first sale.

When it came to discussing "numbers", 65% confessed they didn't know how to read their financial statements or didn't know how to use them to improve their business. 29% fessed up and said that they could probably do a better job at controlling their business expenses.

We also brought up the topic of law and talked about the legal obligations of business owners. 81% we're not sure what we meant by "corporate requirements" and admitted not keeping their corporate binder up to date.

CONCLUSION

Let's revisit our initial two challenge-questions:

1. "Why are similar businesses thriving while others are struggling in the same economic sectors and industries?"

Our analysis revealed 7 areas of business that needed to be addressed by business owners who wanted to thrive:

The profile of the person who owns/manages the business.

The ability of the business to continue to innovate and challenge the competition.

The ability of the business to generate revenue and increase sales on demand.

The leadership skill of the management team.

The methods for controlling costs and boosting profits.

The methods for managing cash flow.

The methods for equity capitalization and business valuation increase.



We found out that every business, at different stages of growth, will suffer all 7 challenges above. The ability to deal with the challenges determines a business' ability to thrive in the long run.

The QBA method was designed to help business owners quickly and easily overcome every one of these challenges by using scientifically accepted better business practices.

2. "What kind of challenges are small and medium-size business owners facing?"

We found that all the challenges faced by all businesses could be categorized under four business segments:



Team performance



Operations/Administration efficiency



Client satisfaction



Sales & Marketing process performance



In the end, we concluded that it's impossible to thrive in business by sheer luck. Science must be applied. There are simply too many balls to juggle with (too many factors to deal with and too many decisions to make).

Without the Quantum Business Architecture method it is unlikely any business can continue to thrive, or even less probable for the business owner to achieve their dream of financial security.

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