**The Value of Knowing Your Most Profitable Customers: (227 words)**

**One of Five of the Most Common Mistakes to Avoid When Growing Your Business**

How would it feel if you could more comfortably accurately understand where your business makes its cash-flow?

Try this process. Answer True or False. **My business knows it’s 10 most profitable customers, and has accurate information about these best clients.**

Regardless of business size and your answer above, just stopping long enough to answer this question normally makes leaders receptive to improving their own profitability.

**Whichever size group you are in; you can benefit from this action which can specifically apply to your current business.** Almost all leaders can benefit from very targeted, normally inexpensive advice from your outside CPA. They love helping clients and either have or can quickly prepare three customer or product profitability suggestions for your specific business. Many understand their clients’ financial statements more than non-accountant clients do.

Due to fee sensitivity or past directives to only do the very least needed to file your tax return or prepare financial statements, many do not offer those suggestions. Fortunately, for the cost of your buying lunch, or a very small project, most will gladly offer one to three profit enhancing suggestions based on what they know about your numbers and business. Well worth buying lunch or that reasonable one-time project.

\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*\*

Known as the Fiscal Doctor, Gary W. Patterson has helped 2 INC 500 companies and over 200 companies in manufacturing, technology, service, construction and distribution in companies from start-ups to Inc. 500 to Fortune 500. Gary Patterson helps you grow top line revenues, keep more of the bottom line and make life more fun. Author of Find Your Blind Spot - Before It Finds You, and Million Dollar Blind Spots. Contact Gary when you need a speaker or consultant on strategic profitable growth while removing risk at [www.FiscalDoctor.com](http://www.FiscalDoctor.com) or 678-319-4739.