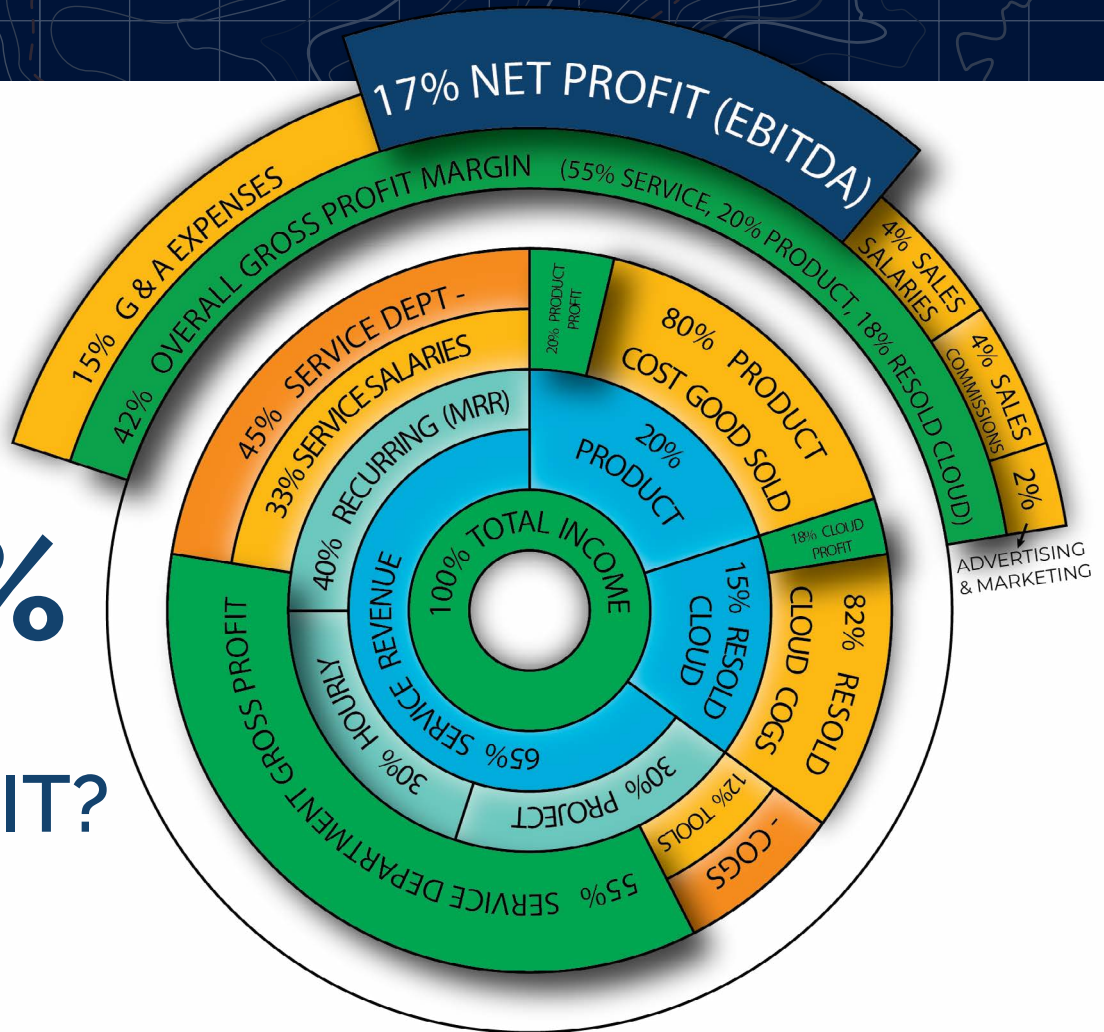


THE BMK MODEL™

DO YOU GET

17% NET PROFIT?



16 NUMBERS THAT DETERMINE YOUR PROFIT

DO YOU DIVERSIFY YOUR REVENUE?

65% SERVICE, 20% PRODUCT, 15% RESOLD CLOUD

DO YOU SPEND THE RIGHT AMOUNT ON SERVICE?

33% SALARIES & 12% TOOLS = 55% SERVICE PROFIT

KNOW YOUR **NUMBERS**

GET YOUR **PROFIT**



Learn more! - Visit BeringMcKinley.com for more info.



CHECK YOURSELF BEFORE YOU WRECK YOURSELF



ITS IMPORTANT **HOW** YOU MAKE YOUR MONEY

100% Revenue - 65% Service - 20% Product - 15% Resold Cloud

If you make \$100 - You should get \$65 from Services, \$20 from Product Sales and \$15 from Resold Cloud

KEEP YOUR SERVICE **DIVERSIFIED**

Service Revenue - 30% Project - 30% Hourly - 40% Recurring Service (MRR)

You should make 30% each from Project & Hourly, and 40% from Recurring Service

THE RIGHT **SPEND** ON YOUR SERVICES

Service Cost - 33% Service Salaries - 12% Tools

For every \$100 you make on services, spend \$33 on Salaries and \$12 on Tools

MAKING MONEY **OUTSIDE** OF SERVICE

Product & Resold Cloud - 20% Product Profit - 18% Resold Cloud Profit

If you sell a product for \$100, make \$20 after paying for it. \$100 in Resold Cloud should get you \$18 profit.

WHATS LEFT TO **GROW** THE BUSINESS

Overall Gross Profit - 42% - 55% Service, 20% Product, 18% Resold Cloud

Let's say you made \$100 properly split across Service, Product and Cloud. After cost you should have \$42.

KEEPING THINGS **RUNNING**

Other Expenses - 15% G & A - 4% Sales Salaries - 4% Commissions - 2% Marketing

Keep your expenses in check, pay only 15% for G & A, 8% total for Sales & 2% for Marketing/Advertising.

WHATS LEFT FOR **YOU?**

Net Profit - 17%

If you followed the THE BMK MODEL™ you have \$17 Profit (EBDITA) for every \$100 you make. Every time, easy at that!

