

## The Trend is Your Friend – by Merra Lee Moffitt



**N**umbers tell a story if you'll listen carefully. Your business depends on it. Week to week, month to month you can see your business results through tracking the numbers. You track sales, expenses, profits, clients visited, units sold, average selling price, or whatever metrics developed. Some weeks you make a little more profit, some weeks less. Other measures too may frustratingly seem up one month and down the next. But how do you tell if you are on the right track and picking up speed? Compare the trends.

By mapping the numbers along a trend line you begin to see the story your numbers have to show. The up and down, zigzag numbers become a trend line that has a flat, increasing, or decreasing slope telling you what progress you're making. This may seem very basic, but the story goes deeper. The trend line also displays whether your profits are increasing faster or beginning to slow down. You can also find confirming evidence as to when your seasonal effects begin and end.

By comparing figures from a year ago with today's figures you begin to determine if your business is building value. For example, what if you have larger sales today with fewer clients than last year? Did you have larger sales on average or have one huge sale to a large client? If so, are you strategically seeking larger clients or is it time to redouble your efforts to revisit existing clients for follow-up sales and referrals?

Don't have tools to graph? Microsoft Excel has a simple graphing feature that can turn your business numbers into your trend line story. For help interpreting what your story has to tell and using it to understand how best to grow your business, contact your favorite business profitability consultant, Merra Lee Moffitt.

*After founding and building a highly successful and profitable corporation, a personal tragedy caused Moffitt to rethink her career. She decided she wanted to work with REAL people like her solving real small business issues small business owners in business to build personal wealth and family financial security because they want control over their lives and the product/service they deliver! Her business, Capture Profits, 2 Meridian Blvd., Wyomissing, PA, was born. You can contact her at 610-488-7353 or visit her website at [www.captureprofits.com](http://www.captureprofits.com).*