



More than just pennies from heaven . . .



the effectiveness group
adding sustainable value

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Why are the smartest executives turning to **the effectiveness group** for consulting services? Because they know that a business operating at a 10 percent profit margin has to get a million in sales to realize \$100,000 on its bottom line. But get \$100,000 in cost efficiencies out of your processes, and you add the same amount to your bottom line without selling one additional item! **It's like money raining from heaven.**



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—Dennis Williams, President, **the effectiveness group**