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Focusing on numbers that count
By Josh Robertson

THERE are plenty of numbers on a balance sheet but business owners need to zero in on the measures that matter, says business adviser Steve Major.

An ex-accountant of 18 years who sold his practice in 2006 to move into business mentoring, Mr Major says owners can pore over financial statements without fixing on "the true driver of the business".

"Often times in business, all they'll measure is the financial staples that are prepared by the accountant but that's not necessarily what really matters," he says.

A coffee shop, for example, may find that the average sale at the counter, rather than total sales for the day or the week, is the most telling figure.

"You need to measure that, regularly keep on top of it and by doing that, you'll be able to grow the business," Mr Major says.

"From my perspective, I understand the inter-relationship of numbers but most in business don't -- they don't have the accounting background to -- so it's not fair to expect them to.

"But I try to assist in giving them a better understanding of where the numbers are."

Mr Major's Toowong-based company Bizmetrics works with a clutch of service industry clients, from medical practitioners to architects, landscape gardeners, pharmacists and store owners.

His seminars, typically involving 15 to 20 participants, also give the drill on building a client/customer-focused business, which, he says, has been a growing weakness in Australian business during the past decade.

Businesses can also adopt pricing strategies beyond simply reacting to what competitors might charge, Mr Major says.

Visit www.bizmetrics.net or call 1300 556 460 for seminar details.

Caption: BUSINESS mentoring . . . Steve Major.

Illus: Photo

Column: Business Owner

Business Plus

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