



## Quantum Profit Gram #6

You may not realize it yet, but we're on the threshold of a once-in-a-generation opportunity!

Every decade or two, a change in business dynamics, technology or thinking occurs, producing a paradigm shift that launches growth spurts for players that first recognize the opportunity. (Others lose market share because they're slow to catch on, and some wither and die because they can't make the change.)

The next generational change has arrived in the form of **Quantum Profit Management (QPM)**. Technology has finally evolved to where it's possible to look at *real* net profit on the quantum level. ("Quantum" is the physics term for the smallest indivisible unit of matter.) Just like the first microscope allowed scientists see what the world was made of, QPM lets you see the profitability of every quantum of your business.

Like early scientists, you can shatter old myths and dogma about what really makes up your business, and act with sure knowledge that others lack. For the first time, you can identify the things that make your organization healthy and sick, and you can target treatments that restore and protect your company's health.

This is happening during a deep recession, which affords a *second* rare opportunity!

At the end of every downturn is the recovery that propels the best-equipped players to new levels. Those that adapt and add disciplines that deliver profits in tough times are those that capture the bulk of the profit growth in the recovery, taking them to levels well above their contemporaries. You can be one of the leaders!

We've teamed up with Bruce Merrifield ([www.merrifield.com](http://www.merrifield.com)) to bring you a series of newsletters and a website all about QPM. Your team can use these resources to take a closer look at your business, using QPM ideas and techniques to make *your company* the next-generation industry leader. As the developer of the new breed of QPM software, we also hope you'll make **WayPoint Analytics** ([www.waypointanalytics.info](http://www.waypointanalytics.info)) your choice of QPM tools as you take a deeper look at the hidden profits you already have.

QPM opens up broad opportunities to excel in your market, thrive in the recession, build morale and grow your business. There's lots to know that's not readily apparent. (One secret is that you're making a lot more money than you know – let us show you what we mean.)

Find out more about QPM at [www.quantumprofitmanagement.com](http://www.quantumprofitmanagement.com).

Shhhhh! (Don't tell your competitors.)

The WayPoint Team

QUANTUM  
PROFIT™  
MANAGEMENT

**QPM –  
Opportunity  
of a  
Lifetime**



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Get more on Quantum Profit Management at [www.quantumprofitmanagement.com](http://www.quantumprofitmanagement.com)

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