

**Generate Success with  
5 Surefire Business Tool**

**[www.learnlunch.com](http://www.learnlunch.com)**

# **The Business Tune-Up**

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# 1 - Accounting System

- Use the Tools in your system
  - Business Analysis tools
- True Profit / Loss
  - More than Income Tax
- Ratios – ROA, ROE
  - Debt/Equity, Current Ratio, etc
- Budgeting
- Price lists, Estimates



## 2 - Marketing Analytics

Not one tool that does everything  
Find what works for you



- Sales Forecasts (some accounting or CRM programs)
- Use an Internet Control Center
  - Funnel marketing through your Website
  - Track using
    - Google Analytics
    - Server based – Webalyzer or Awstats - [link](#)
    - Statcounter – free and easy tool

Track offline marketing by directing to a WEBSITE

# 3 - Communication Tools

Audio and Video Conference Tools  
Share your Desktop

(websites, presentations, etc.)

- Skype – Free and easy to use
- Video Conferencing
  - [Elluminate](#)
  - [GotoMeeting](#)
  - [iConference](#)



**The Future of Business Communication !!!**

## 4 - CRM System

Use a Custom Relationship Management System

- Outlook can work to start
- Better to use a sale related CRM
  - FREE options
- [vTiger link](#)



Salesforce.com

vTiger

Act

sugarCRM

# 5 - Computer Tools for Biz

- Google Apps
- Sun Open Office System
  - Just like Microsoft office
- Graphics – GIMP
- Screen Capture
  - Video – Jing
  - Image – mwSnap
- Audio Recording / Editing - Audacity





# Website for Learn @ Lunch

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