

A black suit jacket with a gold sequined tie. The jacket is shown from the chest down to the waist, with the tie centered. The background is dark, making the suit and tie stand out.

MICHAEL WORTHINGTON

# RESCUED

# PROFITS

*A business novel that reveals the strategies to  
creating the business you want.*

Rescued profits  
The Business Novel  
That shows You How To  
Get More Customers  
&  
Make More Money

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By Michael Worthington

For

Business Owners Everywhere.

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**Rescued Profits**

**Get More Customers & Make More Money**

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## Preface

Based on the groundbreaking research, Rescued Profits uncovers what the top 1% do differently from the bottom 99% and puts their methods straight into your business, whether you are online or offline.

Over the years there have been hundreds of clients and staff who have worked with us and assisted us. Without their help and input this book would not have been possible.

I must also give a very big thanks to my friends Gary Carvolth for his invaluable contributions, Keith Ellis, and Colleen Yates for their great assistance with the editing.

Michael Worthington

## In Five Days

### What's to Come

Mark was looking directly at Jack, measuring him up like an opponent in a challenge. After a few moments, he seemed to decide.

"That's easy," he said leaning back. "One word. Sales". He looked at John. "Am I right or am I right?"

Without waiting for an answer, he turned back to Jack.

"Look, if you really want to help, then go and fix sales, that is where 'all' our problems lie. With bad information from them, we never have enough time to build things. And every time I look at them, they are at their desks drinking coffee! Kick the lazy sods out," he said, leaning forward, nodding, and emphasising the point.

"I can give you one piece of advice." He leaned in further, eyebrows raised. "Get rid of their desks; take them away because they don't need them, and they shouldn't be in the office anyway. They should be out there selling!"

As he finished his sentence, to emphasize his point, Mark's arm had extended towards the window over looking the car park.

"So, if you know about sales, then we can probably use you. I could use someone to fix those people to make them productive. I could give you my direction and my support, which you will need so people take you seriously, because they will try to dodge doing any work. Trust me. Sales are just not to be trusted when it comes to putting in a decent day's work."

He paused to make sure Jack got the message that he was to do what he was told by Mark, and when Jack didn't object, Mark lent back, relaxing. "Well, if we do employ you Jack, then that's your role. I'll look after everything else so you don't get overwhelmed by it all, and I think that will work fine."

He looked back at John, satisfied with his solution.

Jack wondered if the 'and that will work fine' statement meant the company would work fine or his and Mark's relationship would be fine. One thing he knew, He had just met his first and possibly his biggest obstacle.

He elected to start by reasoning with Mark to test his flexibility.

"Can I just ask you," he began, dragging Mark's attention back to him, "if I kick them out on the road and take their desks away; and I can appreciate where you are coming from, then how do they print their reports, quotes and proposals?"

Mark gave a frustrated look as if he was explaining the obvious. "Email," he said, as if he had just pronounced the solution to everything. When he saw that neither one of his audience responded, he added in the same condescending tone, "Email. Just give them a laptop and a phone, and they can call in each day and email everything to the office and the girls will print it here! Simple."

As his two listeners pondered what he had said, Mark appeared to retrace a step and added, "Ok, I know they have to come in some time, but just get one of those hot desk things; that's all they need. Get them on the road; that is the point."

"Um, I'm not so sure," Jack said. Mark looked at him as if he were trying to control his frustration with Jack's slowness to catch on. "I mean, how will they feel having their desks taken away? How would you feel?"

Before Jack could continue, Mark jumped in again. "Who cares? They are paid to do a job. So just get over the fluffy hand holding approach and just do what you've come here to do! Jack if you can't be tough, how can we rely on you to do what you claim you can do?"

He turned to John, engaging his attention directly. "See, this is our problem. Everyone wants to be nice to sales, and no one wants to be tough and tell it like it is."

Turning back to Jack he added, "No offense, but I don't think you're right for us. Sorry, but that's how I feel, and I call it as I see it!"