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# PROFIT PLATFORM – HOW IT APPLIES TO THE SUCCESS OF A BUSINESS

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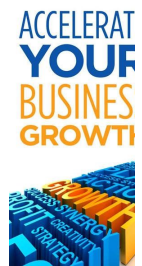
Internationally recognized business leader and award-winning speaker, [Diane Helbig](#) host of “Accelerate Your Business Growth” with [Rob Braiman](#), CEO of Cogent Analytics, to a return interview. Rob discusses the 4 pillars of The Profit Platform and how it applies to the success of a business. The Profit Platform is a holistic approach to the “Science of a Business.” It is designed to address the *how* of a business as opposed to what a business does. Together, Diane and Rob break down the pillars and discuss how they are implemented while offering valuable and tactical information for business growth and success. Ultimately, it is all about engineering the profit business carefully, and deliberately in order to scale and grow effectively.

[Business](#)

[Profit Platform](#)

by [Diane Helbig](#)

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Cogent Analytics, we never stop looking for ways to improve your business and neither should you. So, check out some of our posts for helpful business information:

## [HOW TO CREATE AN EFFECTIVE BUSINESS PLAN](#)

Creating a [business](#) plan is not an arduous effort, the challenge for an SMB/SME owner is to allow the process of the formula to be as a true creative action. That may require doing the planning in a different setting than the home office or the business office.

## [HOW TO INCREASE PROFITS WITHOUT RAISING PRICES](#)

While it's undoubtedly true that one way to [increase profits](#) is to raise your prices, it's rarely the most reliable. It can be difficult to predict the effect price increases will have on your sales volume. Lots of factors drive pricing, competition in the marketplace being a significant determinant as your costs.

## [HOW TO DELIVER MORE NET PROFIT FOR YOUR BUSINESS](#)

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<input type="text"/>	<input type="checkbox"/> Signup for our Newsletter
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### CORPORATE ADDRESS

7031 Albert Pick Road, Suite 100  
Greensboro, NC 27409

📞 Office: [336.665.8154](tel:336.665.8154)

📞 Fax: [336.665.2480](tel:336.665.2480)

✉ [info@cogentanalytics.com](mailto:info@cogentanalytics.com)

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