




## Corporate Speaking or One-on-One Business Consulting

Gary Brose, leading expert in the field of bonus and employee compensation programs is ready to help your business reach new levels of success. As a business leader for over thirty years, Gary can address topics such as purchasing a business, managing labor costs, designing effective compensation programs, and much more. Gary Brose is the leading authority on custom-designed programs that really work.

**"I will give you all the tools you will ever need to restructure your company's compensation plans."**

### Topics designed to produce tangible results:

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- ⇒ **Purchasing a Business**
    - How to identify candidate companies
    - Step by Step instructions on handling negotiations
    - How to buy the business with its own money
  - ⇒ **Creating Effective Bonus Programs**
    - How to recognize your company's maturity stage
    - How to design the Bonus Plan to improve your bottom line
    - How to make sure your plan is a Win/Win/Win for the employees, the company and your customers
    - Step by Step instructions on how to implement your plan effectively.

**"I developed the eight Essential Elements of a Quality Bonus Program. I fine-tuned each of those elements and came to the conclusion that any Bonus Program that did not fulfill each of those Elements was destined for failure."**

**"I show companies how to focus their bonus plans on specific employee tasks that have a significant impact on the company's bottom line. A powerful bonus program is one that is a win/win for both parties!"**

### Additional topics and breakout discussion points:

- ◆ Getting maximum production from your employees
- ◆ Creating effective compensation programs for Supervisors
- ◆ Creating effective compensation programs for entry level personnel
- ◆ Creating effective compensation programs for sales reps
- ◆ Managing projects to a successful completion
- ◆ Radical restructuring of compensation programs company-wide

**Affordable and Guaranteed - The Small Biz Sherpa™ Delivers Results**

### Fee schedule for speaking or business consulting

Presentations between 60-90 minutes .....	\$2,500
Half-day seminars .....	\$5,000
Full-day seminars .....	\$8,000
Business consulting hourly.....	\$250

**"Every business is unique and requires a custom approach. I have spent over thirty years discovering and understanding exactly what will and will not work."**

# Gary Brose — Making A Difference



**"When you provide a dynamic bonus program for your business, your employees become your greatest business asset."**

Gary Brose is making a difference in the lives of business people all over the country. His unique ability to find solutions in every business problem sets him apart from the pack. A gifted visionary, an insightful leader, and a true motivator of people, Gary is raising the bar and getting results.



## What others are saying about Gary Brose

"I've met and worked with a wildebeest-sized herd of small business folk and entrepreneurs over the last few decades, but I have never met another person like Gary Brose. He's insightful, flexible, is always learning, innovative, ethical, practical, and visionary—all in one uplifting can-do kind of guy. I'm always energized by his thinking and ability to act. There's no one I enjoy working with more. He's unique!" - **Jeff Angus**, Author and Speaker

"In the last six years we have purchased three competitors by using Gary's methods. We did it with a very small amount as a down payment and we saved over \$100,000., which was over 40% of the total purchase price! That was a lot of money to us at a time when we were tight on cash!"  
- **Greg and Jeff Sedgemore**

"I've known Gary Brose for all of the 20 years that I've been publishing *Marketing*, a monthly trade publication for the Puget Sound area. Gary has been a valued contributing writer, advertiser, supplier of messenger services, mentor and valued friend. I'm delighted to let others know of Gary's exceptional business judgment, entrepreneurial talent, ethics and ability to express himself both verbally and in writing. I'm also delighted to know that he will begin sharing his wealth of business experience in print and online columns, and can't wait to begin reading them myself. - **Larry Coffman**, Publisher, Marketing Newspaper

"I've been Gary's attorney since 1981 and I have seen firsthand what he has accomplished. He's taken small underachieving businesses and built them up from next to nothing to industry leaders. He's started businesses from scratch, suffered through the lean years and created long term cash machines. He will be the first to tell you about his failures but it's those failures that have led to the successes he's had. I believe in what he does and feel he can help others in the same way."  
- **James Aiken**, Attorney At Law

"It has been my pleasure to work closely with Gary Brose on a number of diversified projects and he has always impressed me with his wide range of knowledge, ability to identify challenges and develop innovative plans that produce positive results. It is this combination of far-sighted vision with attention to detail that has made him indispensable on any number of business ventures, and an invaluable asset to his colleagues and community in general." - **Glen Byers** - President, GoTech

"Gary has a very creative mind and is right on target when it comes to doing forecasts and working with numbers. I recommend him to anyone who is running a business especially during tough times."  
- **Scott Byhre** - President, Mind Map Media

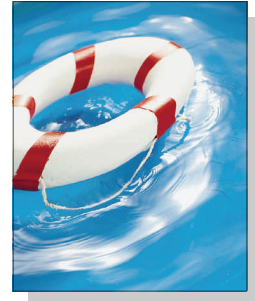
**"American business has deluded itself for years by employing a variety of bonus programs that look good on paper but do next to nothing to motivate employees or further the goals of the organization for which they work. Many bonus plans are ill conceived and poorly structured. Most are complicated and difficult to understand or compute. Profit sharing plans that pay a bonus are the end of the year to all or some employees are the greatest failures of all."**



**“Let me help. I guarantee results!”**

“You can make dramatic improvements in your company’s bottom line regardless of past failures. I can show you how to use your greatest assets, your very own existing staff, and increase profits, employee compensation, and create a win-win situation of everyone in your company. It’s not too late to start a company-saving bonus program and move from surviving to thriving!”

**Is your small or medium business not performing to your expectations?**

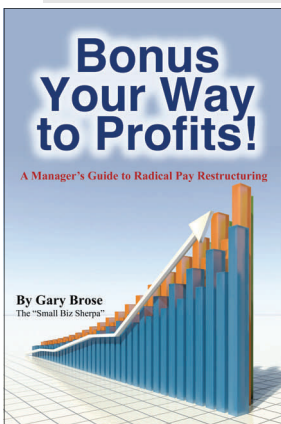


Gary Brose has been where you are and understands the need for immediate and positive results. With over thirty years experience salvaging failing and under-performing businesses, he has learned what works and what doesn't. With true analytical abilities and a natural talent for quickly determining how to make changes that will increase profits, improve productivity and make your business stronger, he is so certain he can help you turn your company around that he will guarantee results. How often do you hear that in today’s business world?

The former Chairman of the Mayors Small Business Task Force in Seattle, current President of four Corporations, who served on the Board of Directors of Dispatch Management Services, a public company, Gary has employed a series of unique compensation structures for employees enabling him to turn around businesses in any industry, and especially in the current economical climate. He has demonstrated success by relying heavily on bonus programs and incentive laden payment plans which involve and motivate employees. In the process, he has literally created over 200 different bonus plans and discovered those attributes which make them effective...or not. He will custom design a program for your unique situation.

Gary Brose, experienced in speaking to large groups as speaker, consultant, Master of Ceremonies, and more—is approachable and well-versed in communicating to all levels of management. His passion for helping businesses to thrive comes through in every presentation.

**“Having a clear and proven step-by-step game plan removes that fear so Managers can confidently move forward with change.”**



Author of *Bonus Your Way to Profits!* - A Manager's guide to radical pay restructuring, Gary Brose is shining a light on the path to revitalizing your business. Now more than ever you can finally implement a program custom designed to increase your company's bottom line. Gary offers proven strategies that really work. During a time when so many businesses are simply hoping to survive, Gary is transforming companies into thriving enterprises.

*“My bonus programs create win-win relationships, enabling everyone to get their needs met and feel truly valued. When management and staff are working towards a common goal, a company is more likely to thrive.”* -Gary Brose

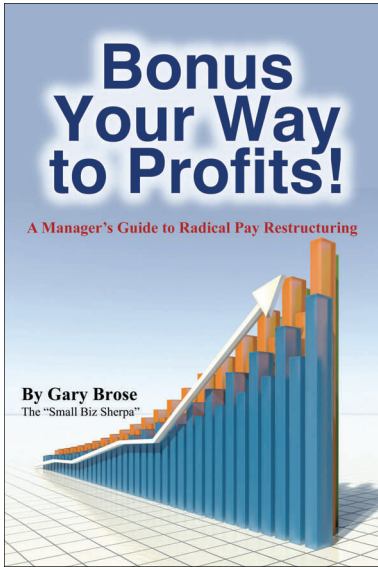
Available for one-on-one consulting, tele-consulting, workshops or guest or keynote speaking, Gary Brose will create a custom bonus program designed to help your organization thrive regardless of the current climate. Email or call Gary to discuss how he can improve your bottom line. If you're already turning a fine profit, he can tweak it upwards. If you are struggling, he can work with you to turn it around. It can be done - guaranteed!

**Call 206-707-2628 or email [Gary@SmallBizSherpa.com](mailto:Gary@SmallBizSherpa.com)**

## Bonus Your Way to Profits!

A Manager's Guide to Radical Pay Restructuring

By Gary Brose  
The "Small Biz Sherpa"



### **Bonus Your Way to Profits!** **A Manager's Guide to Radical Pay Restructuring**

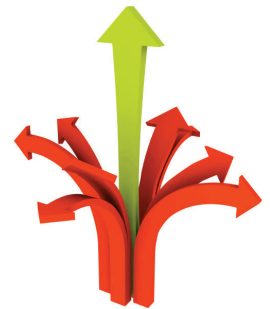
A no-nonsense guide by Gary Brose, The Small Biz Sherpa,<sup>™</sup> for any business owner or manager who wants to increase their bottom line. Now you can enlist the support of every single person within the company. Every business can become a thriving and successful company by restructuring their bonus and compensation plans.

Immediately upon finishing this book, you will be able to begin designing your own bonus-based compensation structure that breathes new life into your company and has the power to add significantly to your bottom line!

**"I developed the eight Essential Elements of a Quality Bonus Program. I fine-tuned each of those elements and came to the conclusion that any Bonus Program that did not fulfill each of those Elements was destined for failure. Now when we propose a new Bonus Plan, we just refer to the Essential Eight and go down the list. If the plan doesn't meet each of the eight criteria, we tweak it until it does."** -Gary Brose, The Small Biz Sherpa<sup>™</sup>

#### **You'll discover:**

- ◆ The Eight Essential Elements of a Quality Bonus Program
- ◆ A detailed description of each element
- ◆ Examples of bonus programs that succeeded, and why
- ◆ Example of bonus programs that fail, and why
- ◆ Step by step instructions on how to design a quality bonus program for yourself
- ◆ Sample memos to your staff
- ◆ Samples of ways to handle objections from the staff
- ◆ A detailed explanation of how to transition from a traditional pay model to a bonus-based program



"Gary Brose is without a doubt the Platinum Standard among the dozens of executives and entrepreneurs I've worked with in my consulting and inside management career. He doesn't have Donald Trump's line of credit or wacky hair, he doesn't have Carly Fiorina's bloodthirsty determination or situational ethics. What Brose does do that they can't is understand and explain a model that almost any business can use to significantly change its chances for surviving and thriving in challenging times. His Bonus Your Way to Profits is a practical, understandable set of tools to transform your company in enduring ways. He knows his stuff; he explains it clearly. He's a gem!

—Jeff Angus, management consultant and author of Management by Baseball (Harper Collins)

#### **Bonus Your Way to Profits! is available from the following sources:**

Amazon.com - now available for download on Kindle Digital Media  
www.SmallBizSherpa.com  
www.Lulu.com

**Call 206-707-2628 or email Gary@SmallBizSherpa.com**