

# Hidden Profits Get More Sales Bigger Profits And Greater Freedom By Unlocking The Invisible Revenue Sources That Already Exist In Your Business

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How to Increase Beverage Sales at Your Bar in 7 Days ...

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The Hidden Profit Dealers Don't Want You to Know: Holdback

Hidden Profits Get More Sales

Hidden Profits: Get more sales, bigger profits and greater freedom by unlocking the invisible revenue sources that already exist in your business. [Richard Legg] on Amazon.com. \*FREE\* shipping on qualifying offers. Read it for chapter 5 - Todd Herman (Bestselling author of The Alter Ego Effect) More Sales. Bigger Profits.

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Your profit margin on beverage sales of gin and tonics would be 80% or \$5.80. If you had used your own pour cost to price the gin and tonic, it would only be 78% or \$5.65. Those cents add up! If you sell 8,000 gin and tonics a year for an extra 15 cents each, that 's \$1,200 more in profit from your beverage sales.

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