

For Immediate Release:



Experience Positive Business Growth Despite a Slow Economy With Business Funnel Approach

Business survival amidst an economic downturn is a major concern. Mike Ferrell's award-winning 'Ultimate Breakthrough Planning: The Business Funnel Approach' combines the Six Key Elements and The Business Funnel Approach to assure business growth that will survive economic change.

September 18, 2010 – Many businesses are finding it more difficult to sustain business growth during an economic upheaval and are struggling to survive despite the best of business plans. Why? Because the traditional approach to business planning is flawed. The typical written business plan is a first step, a static document – not an active process – to grow business.

Mike Ferrell, a long-time business consultant and founder of The PineCrest Group, is the author of the award-winning *Ultimate Breakthrough Planning: The Business Funnel Approach*, an easy-to-read book that shows business owners not only how to create, but successfully execute a business growth plan.

“ Too many business owners focus on outcomes and skip the specific steps needed to achieve those outcomes,” says Ferrell. “Each month they look at their results and cannot figure out why they are not hitting their numbers. The reason is they have no plan for execution. *Ultimate Breakthrough Planning: The Business Funnel Approach* provides a dynamic new method of thinking about business planning...one that throws out the old model.”

Ferrell offers the Six Key Elements vital to a success strategy. Once these Six Key Elements are established, they are then funneled into a step-by-step plan – The Business Funnel Approach - that produces results.

The *Ultimate Breakthrough Planning: The Business Funnel Approach* published by Scarletta Press was awarded the *2009 Best of Business Book from Books and Authors.net* and the Silver Medal for *Best Business Book at the Midwest Book Awards*.

Ferrell has spent the past decade training and coaching thousands of business owners and sales people and has been involved in 11 different start-up companies. He also presents workshops and seminars nationwide. His clients include Ameriprise, Transamerica, Consec and Piper Jaffray.

For a simple and amazingly useful solution to maintaining or establishing positive business growth of 50, 100 – even 200 percent, *Ultimate Breakthrough Planning: The Business Funnel Approach* is a must-read.

The *Ultimate Breakthrough Planning: The Business Funnel Approach* is available at major book sellers, through Amazon in paperback or Kindle versions or can be ordered directly from The PineCrest Group at: www.thepinecrestgroup.com.

About Author: Mike Ferrell is founder and CEO of The PineCrest Group. Ferrell has worked with many companies in creating strategic plans, business development, training, hiring, management and marketing. He has over 20 years of experience working with companies helping them execute business success plans. Over the past 10 years he has worked with insurance brokerage companies, broker-dealers and community banks. In addition, he has presented workshops, seminars and keynote addresses to thousands of business people throughout the country. Ferrell can be reached at: 1-888-674-4338 or mferrell@thepinecrestgroup.com. The PineCrest Group is located at: 13033 Ridgedale Drive, Suite 132, Minnetonka, MN 55305.

Media Contact:

Judy Hoffman | JudymaePR
240-527-9756 | judy@judymae.com

