



What others have said

about Mark Pfeifer presentations

New Zealand Trade & Enterprise

"Mark is enthusiastic and always gets the information across well. What's more, he pitches at the right level which is good because each group is different. We have an evaluation sheet and Mark is always at the upper end of the scale. He helps people open their eyes before they go any further with their business idea. I've booked him for more enterprise training courses."

*Glenda Thomson
Business Development Manager
Enterprise Ashburton*

Motor Trade Association

"Mark presented two seminars for our members on 'Preparing for the 31st of March', which is another way of saying tax. It's potentially a dull and boring subject but Mark is so enthusiastic and knowledgeable we got really good feedback from our members. As an organiser of training and presentations, it's great to have people come away from an event and say 'I didn't think I would, but I really learnt something in there.'"

*Craig Beeby
Business Development Manager*

Small Business Accounting NZ

"Mark spoke at our annual conference for franchise holders about how to build your business through marketing. All our people are analytical and often marketing is their weak point. Mark was very funny and made it interesting. Most importantly, he was able to relate what he was saying to the business of accounting. I wouldn't hesitate to use him again."

*Warren Mills
Managing Director*



"It is your ATTITUDE,
not your aptitude,
that determines your altitude."

Zig Ziglar



For more information on how your audience could **benefit** from Mark's professional presentations with proven results:

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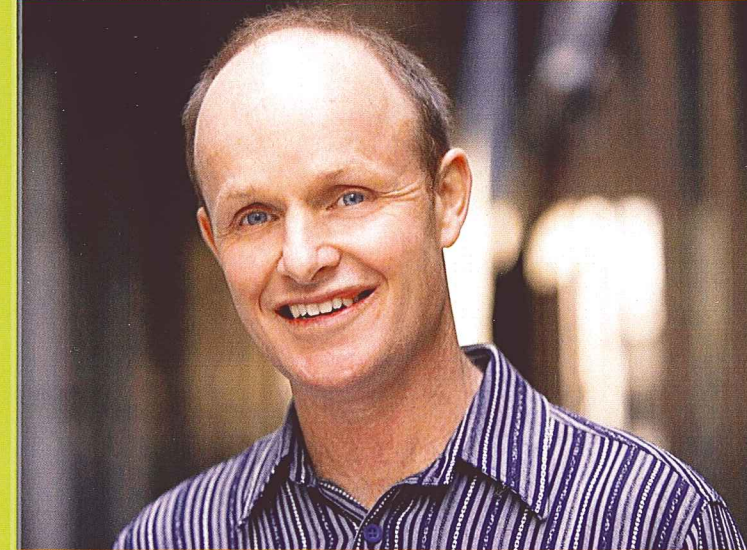
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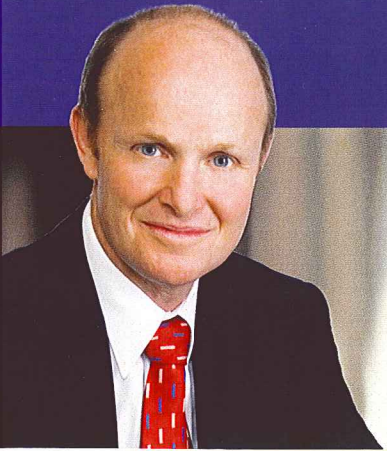
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Mark Pfeifer

Professional Speaker



the Accountant with **Attitude**



Attitude is the number one factor for success in business. You have to set goals and be *inspired* and *motivated* to achieve them.

> The Journey Begins...

Re-inventing accounting

When a client refused to pay for the preparation of his end of year accounts, it was the beginning of a journey that reinvented the practice of accounting for chartered accountant Mark Pfeifer.

"I rang the guy and said, 'hey what's the problem?' He said 'Mark, I don't see the value in what you've done. All you've done is give me information about what happened in the past. What I need is information I can use to manage my business better now."

Attitude is Everything

Believing attitude is everything in business, Mark took this as an opportunity to improve his service. He sat down with the unhappy client to see what could be done to reduce his frustrations. The result was a new monitored business performance system. It makes people aware of exactly what is happening in their business month by month. They then have more control and can make far better decisions.

Inspired by this success, Mark pioneered the B-Biz Smart programme for business owners to pool ideas and experience, work on issues together, set goals and make each other accountable. He also organises exclusive motivational business events for clients of his firm Bishop, Toomey & Pfeifer.

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Professional Public Speaking

Following his own advice, Mark plays to his strengths, and seeks out opportunities to speak to business people about financial accounts and how to improve their profits and cash flow. His enthusiasm is infectious and he draws on anecdotes gained from 20 years experience working with business people, to consistently deliver a memorable and enjoyable presentation.

Sample Presentations

Financial

- Business planning
- Making sense of financial statements
- Making the money go round - managing cash flow
- Business health checks through key ratios
- Setting financial objectives
- Developing a profit improvement strategy
- Getting the money matters right

Client Acquisition and Retention

- Building a referral based business
- Understanding customer lifetime value
- The world is your oyster
- Getting the marketing matters right

Business Management

- Mind mapping and memory
- How to remember names
- Time management
- Working on not in your Business
- Be Biz Smart

Personal Development

- Goal setting for all ages and stages in life
- Achieving work life balance
- Attitude development

Ways We Can Work Together

- Keynotes/Breakfast
- Exclusive Client Events
- Seminars & Workshops