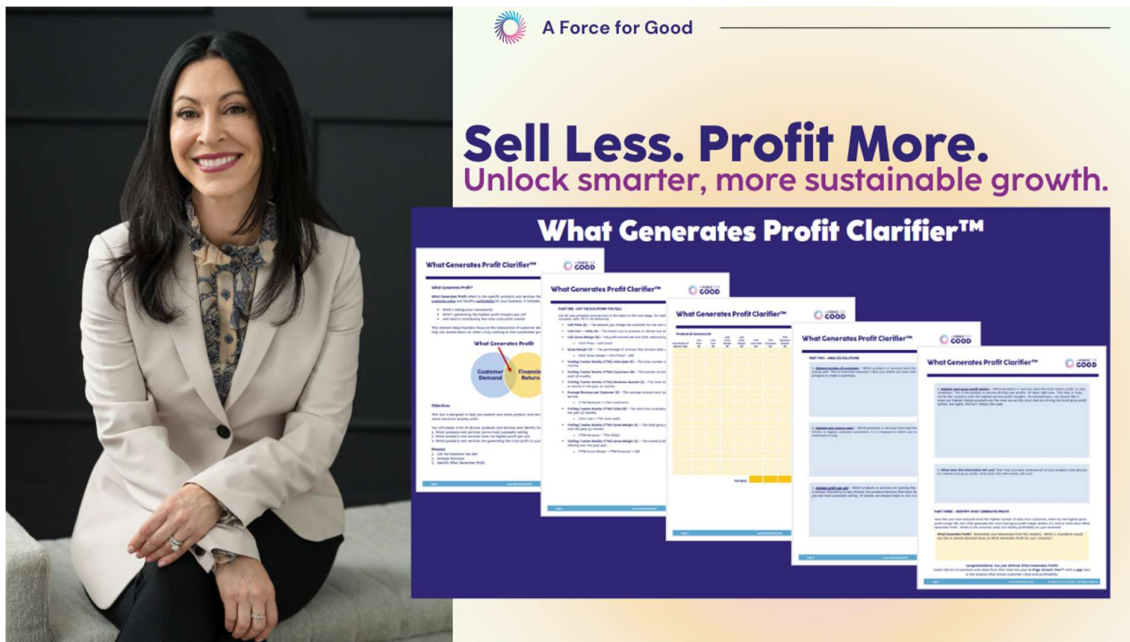


MASTERCLASS TRANSCRIPT



Sell Less. Profit More.

Unlock Smarter, More Sustainable Growth with the What Generates Profit Clarifier™

Opening

[00:00:00]

Welcome to *Sell Less. Profit More: Unlock Smarter, More Sustainable Growth with the What Generates Profit Clarifier™*.

I am your host, **Coco Sellman**—five-time founder, impact investor, and creator of the *Force for Good Business System™*.

Today, I am honored to share with you a masterclass on the topic of **profit**.

A Personal Story

[00:01:00]

As I was preparing this morning, my mind went back to the time I was merging **Allumé** with **All Pointe**.

We had signed the deal and were bringing our two companies together. I knew in my heart it was the best thing for everyone, but it didn't feel that way at the time.

- It was hard for me.
- It was hard for my team.
- It was hard for my partners.

Yet in my bones, I knew it was the right thing to do.

Listening again to my book *A Force for Good* reminded me why I wrote it. That season—doing hard things, navigating emotional challenges, making sacrifices for the greater good—was the crucible. It's why I care so deeply about building businesses that are **sustainable, impactful, and resilient**.

Why We Create Companies

We don't build businesses just to sell something. We create them:

- To **serve**.
- To **solve meaningful problems**.
- To build organizations of **substance and scale** that create a **positive impact** in the world.

The Force for Good system—and each masterclass within it—is designed to help you accelerate three things:

1. **Impact**
2. **Scale**
3. **Profit**

Today's conversation will focus on **profit**—and how it fits into the bigger picture.

The Bigger Picture: Impact, Scale, Profit

[00:03:00]

From the introduction of *A Force for Good*:

- **Impact:** The measurable good you bring to your customers, employees, partners, community, industry, and the wider world.
- **Scale:** The realization of your vision. Scale allows you to bring your purpose to the world at large. It also creates the funding and resources necessary to sustain your purpose.
- **Profit:** The life force of your company. Profit creates prosperity for your team, your shareholders, and yourself. It drives breakthroughs and fuels more good.

👉 **Profit is meant to be a force for good.**

Reframing Profit

[00:05:00]

Today, we'll look at profit through a **data-driven lens**. But keep this in mind:

- Profit is not separate from purpose.
- Profit is a measure of how well you are manifesting your purpose.

Whatever your company's purpose—whether it's “*make people happy*” like Disney, or “*provide remarkable care*” like in my healthcare company—profit is how that purpose sustains and scales.

So as we analyze profit today, I invite you to see it both as **mechanical (the numbers)** and **meaningful (the purpose)**.

The Challenges Founders Face

Do any of these sound familiar?

- You're selling lots of things—but you're not sure which ones are fueling growth.
- You're working harder than ever, but profitability isn't rising.
- You have more customers and more sales, but less money in your bank account.
- You're guessing which products deserve more attention and which should be sunset.
- You want to grow revenue and value—without draining your energy.

👉 The good news: it doesn't have to mean working harder. It's about working **smarter, with focus and clarity**.

Defining What Generates Profit

[00:07:00]

What Generates Profit = the products and services that:

- Deliver strong customer value, and
- Generate healthy profitability.

We'll explore:

- What's selling most consistently
- What's generating the highest margins
- What's delivering the greatest total profit

By knowing this intersection, you can **double down on what works** and build sustainable growth.

Understanding Profit: The Income Statement

[00:09:00]

At its core, profit is shown in your **income statement**:

- **Revenue**: Price x number of sales.
- **Cost of Goods Sold (COGS)**: Direct costs to produce or deliver.
- **Gross Profit**: Revenue – COGS.
- **Expenses**: Everything else.
- **Net Income**: Profit after expenses and taxes.

👉 The question for today: *Which products or services are generating the most gross profit?*

The higher your gross profit, the more choices you have—whether to reinvest in people, product, technology, or pay yourself and your shareholders.

Case Studies

SaaS Company Example

- Starter Plan: \$49 price, \$5 cost → 90% margin.
- Pro Plan: \$199 price, \$56 cost → strong balance of sales and margin.
- Enterprise Plan: \$799 price, \$150 cost → 81% margin but fewer customers.

Key Insight: The Pro Plan creates the **highest total gross profit** even though the Starter has more customers and the Enterprise has higher unit profit.

Pharma Company Example

- **PainRelief XR**: Largest customer base, highest unit sales, and highest total profit.
- **SleepAid Plus**: High margin per unit, but limited reach.

Key Insight: Double down on PainRelief XR while growing SleepAid Plus strategically.

Why Founders Avoid This Work

Many founders avoid profit analysis because:

- Too busy in daily operations.
- Assuming they “already know” what’s profitable.
- Feeling overwhelmed by the numbers.
- Afraid of what the data will reveal.
- Emotional attachment to low-margin offerings.
- Never having seen profit clearly modeled.
- Hard choices it may surface (sunsetting, repricing, restructuring).

But the payoff is worth it.

Why It’s Worth the Time

- **Discover growth levers:** Double down on what works.
- **Align your team:** Everyone focuses on what truly drives results.
- **Smarter pricing & packaging:** Adjust based on profitability, not intuition.
- **Reduce waste:** Stop investing in low-performing offerings.
- **Investor readiness:** Clean profit data strengthens your story.
- **Sustainable growth:** Scale what works, drop what drains.

The What Generates Profit Clarifier™ Tool

This week’s free tool at aforceforgood.biz/weekly-tool.

The tool guides you to:

1. List your products and services.
 2. Enter price, cost, and margin.
 3. Add trailing 12-month sales and revenue data.
 4. Identify which offerings generate the most profit.
 5. Decide where to focus your energy.
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High-Leverage Habits

Examples of monthly or quarterly habits:

- Review top 3 gross profit drivers.
- Meet with finance on pricing.
- Track gross margin percent.
- Share profit insights at team meetings.
- Eliminate one low-margin offer per quarter.

High-Potency Actions

- Ensure your chart of accounts shows profitability per product.
- Cut one underperforming service.
- Reprice high-cost offerings.
- Reinvest in top performers.
- Present findings to your team and align priorities.

👉 Remember: **You can't scale everything. Know what to scale first.**

Closing

[00:43:00]

Today, we:

- Defined the Core Growth Element: *What Generates Profit*
- Walked through the *What Generates Profit Clarifier™*
- Integrated it into the 4-Page Growth Plan™
- Identified high-leverage habits and high-potency actions

Profit is not selfish—it's sustainable. Profit is where purpose and performance meet.

[00:45:00]

Thank you for being here today.

Remember: **The world is made better by women-led business. Let's go make the world a better place.**