

## FOR IMMEDIATE RELEASE

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# In Today's Economic Climate, the Bottom-Line Takes Center Stage for Businesses in the Atlanta Area

*Enhanced Cost Reduction Consulting Services are Now Available through AdviCoach*

**Roswell, GA (Grassroots Newswire) 9/24/09** – Business owners looking for a paring-knife approach to cutting business expenses and improving ROI can now benefit from a sophisticated new arsenal of cost-reduction consulting services available through local AdviCoaches ([www.AdviCoach.com](http://www.AdviCoach.com)). Expense Reduction Consulting®, ([www.ERCSaves.com](http://www.ERCSaves.com)), with a proven track record since 1993, recently joined the multi-brand family of synergistic business coaching services owned by business coaching industry leader FranchisEsource Brands International, FSBI ([www.FranchisEsource.com](http://www.FranchisEsource.com)).

"ERC's cost control programs and proprietary software have generated significant savings for a cross-section of clients," said David Weaver of AdviCoach of Atlanta. "These programs strongly complement the Rapid Impact Strategies I offer my clients to ensure more robust and faster cost savings solutions."

Through a powerful, interactive diagnostic process, AdviCoaches work with their clients to assess business performance based on 21 critical best practice areas. Organized in 3 clusters, namely Team, Money and Time, the 21 critical best practices are aligned with Rapid Impact Strategies designed to address gaps and drive immediate results.

"Main street and middle-market businesses are dealing with tough challenges since the recession started," said Weaver. "Learning how business expenses can be reduced will help entrepreneurs manage more effectively."

AdviCoach, the country's premier source for business coaching and advisory services customized for small to mid-size businesses, help clients prepare for economic changes by assessing the current state of their businesses; identifying and addressing challenges and new opportunities; educating them in business best practices; and holding them accountable for the short and long term business goals.

In today's New Career Economy® many skilled and talented business people are choosing entrepreneurship as a career alternative. AdviCoaches work collaboratively with clients to provide customized education and business strategies applicable to each stage of business development. Unlike traditional consultants that specialize in a particular business discipline or industry, AdviCoaches deliver a variety of services to enhance the performance of small to mid-size businesses in any industry.

To learn more about AdviCoach services in your area please contact David Weaver at 678-620-3990 or at [dweaver@advicoach-atlanta.com](mailto:dweaver@advicoach-atlanta.com).

## **About AdviCoach**

AdviCoach is the premier source for business coaching and advisory services customized for small to mid-size businesses. With its unique “AdviCoach Advantage,” AdviCoaches help businesses increase their ROI and deploy a multitude of Rapid Impact Strategies to impact the bottom line of their business. Today, AdviCoach, along with sister company The Entrepreneur’s Source, dominates the \$1.5 billion dollar Business Coaching/ Consulting franchise market with 33 percent market share in North America. AdviCoach was recently ranked in the Top 100 new franchises by Franchise Market Magazine and listed in the Franchise 500 by Entrepreneur Magazine for 2 consecutive years. Other news on FSBI international brands can be found on [www.FranchiseNewsRoom.com](http://www.FranchiseNewsRoom.com). Follow our ongoing business coaching Blog discussions by going to our [business coaching blog](#).