

# Saving Businesses One Dollar at a Time

*Schooley Mitchell aids owners in finding additional monies to fuel their operations and add back to the bottom line.*

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As the economy surges into uncertainty, business owners are busy improving their production while staying viable. Many owners are balancing their needs with budgetary concerns. In these tough times, hard choices must be made to keep pushing forward.

One idea some leaders consider involves locating savings within their business. That is not the easiest for several reasons, including time, where to start, and implementation. Given the alternative of either cutting services or staff, owners should be open to suggestions.

That is why Schooley Mitchell could be an asset. Their contingency-based business model investigates up to a dozen areas where cost reductions and/or savings could be realized. If they accomplish that, then the client and Schooley Mitchell share in the savings found. If the company is running efficiently, then there is no charge. While Schooley Mitchell operates nationally, individual franchises serve Rhode Island and neighboring states.

One Franchise Owner, Bryan Berry, said they are the "Corporate Robin Hood" when it comes to finding money on expenses they already have.

"There are so many areas where businesses may be hemorrhaging money and they have no idea that they are," he said. "Vendors may raise fees without the customers even knowing they did. Many executives don't have the time to review contracts and documents to understand if they are losing money. We can come in and perform a no-cost deep dive analysis of their 'pain points' to identify where they can save money that could be put back into the business."

Bryan Berry comes from a financial services and operations background, with more than two decades worth of experience in that field. Although that serves as his area of expertise, Bryan said his focus is on helping any company in any industry. His work over the past four years with Schooley Mitchell has aided business owners, non-profits, and public entities in discovering true savings after these deep dives are performed.

What sets Schooley Mitchell apart is two-fold. First, they have a team of other franchisees who are willing to collaborate when needed. Second, the home office is comprised of 130 employees that specialize in cost reduction and they keep all the work in house, as opposed to using third parties.

"We are a referral-based company," Bryan said. "We can come in and provide much-needed assistance to companies by saving them both time and money. More often than not, we discover a significant amount of savings, on average 28%."

Among the areas Schooley Mitchell looks over for cost savings include: shipping, merchant services, telecom, and waste management. There are others they focus on,

but Bryan said these are often the categories where they find the most savings.

It's not just Corporate America that can realize the importance of discovering found money right under their noses.

C.J. Smith recently came into the business about six months ago. He works with his parents, who bought a franchise one year ago. His focus is helping non-profit organizations, food pantries, and other like-minded businesses.

His motivation is simple: to help others.

"If I can find savings for the charity to help one person, or enough money to help 10 people, then that makes me happy," he said. "For me, it's about giving back and understanding what the business goals are and helping them reach their mission."

Bryan and C.J. agree that with the current situation locally and nationally, they want to be resources for those companies that are struggling to address their bottom line. As budgets and profit margins get squeezed, choices will need to be made if certain market trends continue.

Bryan mentioned that brick-and-mortar companies need to weigh their current state of affairs.

"If you have an office or own a building, then you are going to be dealing with waste management, telephones, and potentially other categories we review. It's important that your monthly expenses are where they should be," he said.

Smith said finding services that will advance the needs and wants of his clients is also a big motivation for him.

"If a charity or a food pantry can find ways to secure money, either through a grant or in some other fashion, then I am here for that," C.J. said. "I want to become that type of person who can find ways of helping my clients get what they need, when they need it."

Schooley Mitchell is the largest independent cost reduction consulting firm in North America, with offices from coast-to-coast in the United States and Canada. On average, they reduce essential business service expenses by 28 percent and have delivered over \$500 million to 28,000 clients in documented savings to date. Schooley Mitchell is your vendor watchdog!

Both Bryan and C.J. can work in Rhode Island and Massachusetts. They are both ready to help move businesses into the black and enable them to potentially branch out and expand.

For more information about their services, please contact them at the following:

Bryan Berry may be reached by phone at 781-427-9595. Or, by email at [bryan.berry@schooleymitchell.com](mailto:bryan.berry@schooleymitchell.com).

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Find more details by visiting their website at: <https://www.schooleymitchell.com/>

## Gimmick, Sales, and Wellness

If you spend any time in New England during the winter months you will eventually find that most people in New England are desperate for some sort of reprieve from the cold, gloomy winter weather and by the time February rolls around the cold short days seemingly cannot be ignored any longer. With the absence of distractions like holiday parties, festive gatherings and seemingly endless gatherings revolving around heaping plates of fatty foods - leaves individuals clamoring for something to distract them from the cold short winter days. Cue the yearly self-proclaimed health and wellness gurus' vociferous claims of 'Buy this and look and feel 20 years younger', 'Buy this product and learn to manifest your destiny', 'The new fitness exercise that will get you looking like the most trendy influencer model' or 'Change your life in 3 week with these easy steps'. The makers of these products and programs imply a promise or sometimes outright claim that if you buy their product your frustrations, self-doubt and overall unhappiness will fade away into the distant past never to be seen again. If these products work so well then why do people spend billions of dollars each year on these gimmicks only to spend billions more the next year all over again?

The truth is, and this might not come as a shocker to anyone, that those products and gimmicks do not deliver. The problem is not necessarily finding the perfect workout, diet plan, supplement or self help book. The problem is that the products being offered are focused on symptoms and not the underlying issue. Generally, unlike what most gimmicky wellness industry messages proclaim, the problem is not the symptoms (feeling tired, not looking or feeling fit or feeling anxious or depressed), it is the individual's

lack of knowing and focus on PERSONAL values. If something is in alignment with your personal values (empathy, adventure, compassion, ambition, family, respect to name a few) then the product or service would have an intrinsic value to you personally. In the end, if that product or service was in line with your values then your utilization of the product or service would become something you do willingly as it serves as a way to meet a more intrinsic and personal goal. So, the deep question to ask yourself when you come across one of these gimmicks or products is, 'is the problem the gimmicks claim to solve actually a problem I have or is the gimmick's claim not a true value of mine?'

Think about this - if a person came up to you and said 'I have the solution to your weight problem and if you buy my product it will fix your weight problem.' Prior to meeting this individual you never really thought much about your weight but you did think a lot about why you have lost some of your motivation or excitement for life over the past several years. That product is going to do nothing to solve your issues with finding your motivation or feeling excited for life again. Instead, the problem the gimmick is trying to 'solve' becomes an added distraction to the reason you aren't feeling the way you think you should be feeling. Now, the quest of fitting into someone else's external definition of what others say how you 'should be' for their financial gain, becomes your goal. This ends up supplanting your ability to look within yourself and see that you aren't being allowed to live the values that you actually hold dear. Eventually, many individuals forget what their true values are and end up chasing happiness by seeking out the next wellness gimmick that comes along. Over and

over again.

Now, this is not to say regular exercise, eating a balanced diet and getting quality sleep are not important pieces to general wellness. But they are just that, pieces of the wellness puzzle. And like any good puzzle focusing on one piece is not going to reveal your picture of wellness that you are trying to create. Focusing on what your values are, is the only way to find those edge pieces so you can begin filling in the rest of the puzzle pieces. As you start finding each new piece that fits with other pieces you start to develop that internal excitement and motivation to find that next piece that fits just right and then stepping back and marveling at the unique and beautiful picture that comes together.

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