



Testimonials:

"*Pieces for Profit* gave me a fresh way to look at how the pieces of my business should fit together. Yeghiaian opened my mind to new possibilities and methods to maximize profitability in my organization. We have already begun approaching our clients using his recommended processes. The book shows how each member, partner, and client of our company can be an 'evangelist' promoting our service. The message is easily understandable, enthusiastic, and it works!"

- Jeff Plitt, President and CEO, Plitt International, LLC

"If it's true that 'fragmentation is the enemy of excellence,' then Yeghiaian's book is sure to provide any leader with proven ideas on how to implement a systems-based approach in their quest for organizational excellence."

- Damian LaCroix, School Superintendent

"*Pieces for Profit* is an intriguing, practical business strategy book that provides great insight to a variety of organizations and situations, and also supplies realistic guidelines to implement new strategies and processes throughout any organization. The newly created AL²A process – for both customers and employees – is a fresh look at customer engagement and employee emotional engagement."

- Megan Rushmer, Market analyst, WACKER Corporation

"David is quite frankly one of the purest communicators I have ever met. This, mixed with his being a business strategy authority is a great combination. Businesses will be *Pieces for Profit* after reading this book!"

- Steve Rose, Speaker and Author of *Godincidence and Coincidence* and *Leap of Faith: God Must be a Packer Fan*

"*Pieces for Profit* gives you the tools you need to improve your business – whether you're a CEO or just starting out...I found this book extremely useful. David's teachings around strategy, people and customers help form framework I use to approach my work and achieve success."

- Tad Milbourn, Rotational Development Associate, *Intuit*