



PARIS ACCOUNTING CORP

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A BUSINESS WEBINAR



MAY I ASK YOU A FEW QUESTIONS?

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THINK ABOUT THIS

• How do you manage your business?

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**CAN YOU IMAGINE YOUR
BUSINESS AS A VEHICLE TO
THE QUALITY OF LIFE YOU
ASPIRE TO AND THE
INCOME TO SUPPORT IT?**

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WHEN YOU THINK OF YOUR BUSINESS AS A VEHICLE

- is it running like an old beat up car or a brand new Maserati?



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WITHOUT A SPECIFIC DESTINATION, ANY ROAD WILL TAKE YOU THERE!

Do you have a roadmap to follow to your dreams?

What is a roadmap in a business?

A Strategic Action Plan

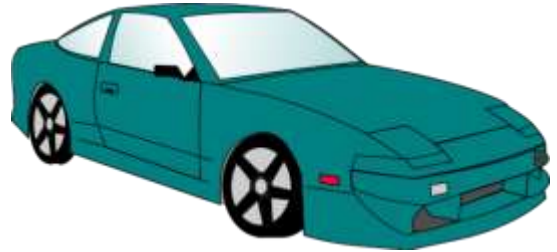


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WHAT ITEMS DO YOU NEED IN
YOUR VEHICLE TO ARRIVE AT A
SPECIFIC DESTINATION?

ASSUMING YOUR VEHICLE RUNS REASONABLY
WELL, WHAT ELSE DO YOU NEED?

FUEL
GPS



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Hmmmmm...

IF GAS IS THE FUEL FOR
YOUR CAR, WHAT IS THE
FUEL FOR YOUR BUSINESS?

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IN THAT VEHICLE YOU HAVE A GAS GAUGE
TO DETERMINE HOW MUCH FUEL YOU HAVE

- What is the gas gauge for your business?
- (a gas gauge to a car is like _____ to my business)



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CASH FLOW

CASH FLOW IS THE FUEL OF ALL BUSINESSES.



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HOW MANY OF YOU THINK
YOU OUGHT TO HAVE A CASH
FLOW GAUGE FOR YOUR
BUSINESS?



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“

How many of you have a gauge to measure the cash flow
of your business?

”

How many of you have a cash flow gauge and use it regularly?

How many of you should?

**Does it make sense that there is no management without
measurement?**

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WHAT ARE THE BASICS TO GOOD CASH FLOW?



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WHAT CAN I DO RIGHT NOW TO IMPROVE CASH FLOW?

HOW LONG DOES IT TAKE YOU TO BILL THE CLIENT?

(WHEN ARE THE RELATED EXPENSES DUE?)

DO YOU ACCEPT CREDIT CARDS?

(WHEN DO YOU BATCH OUT?)

ANYONE TAKING DEPOSITS BEFORE SPECIAL ORDER WORK STARTS?



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MORE CASH FLOW TIPS:

- How do you communicate payment terms with customers?
- How often do you send statements?
- How often do you review your receivables
- Where do you bank?



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POLL: WHAT IS THE BIGGEST PROBLEM YOU ARE EXPERIENCING WITH CASH FLOW?



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TOOLS TO MANAGE CASH FLOW

- Statement of Cash Flows
- A written budget – anticipating income and expenses
- Comparing budget to actual

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WE HARDLY DISCUSSED 'GPS' (THE OTHER IMPORTANT GAUGE NECESSARY TO ACHIEVE RESULTS)

- Set up a plan of goals to achieve
- Enables adjustments to improve cash flow
- Measure progress towards achieving the planned objectives in real time
- Expert advise on setting & achieving your goals and constant measurement gets results
- What would the value be of having an expert review your business to suggest changes for improvement?



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IF YOU HAD MORE CONTROL
OF YOUR CASH FLOW, HOW
WOULD THAT IMPACT YOUR
LIFE?

•What would that do for you?



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WANT MORE
INFORMATION?

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•Apply for a free
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