

SOLUTIONS TO SUCCESS

In business cash is king. This is particularly true for companies in distress. A cash flow statement is a snapshot of a company's financial situation and a 'reality check' measure of its ability to meet obligations to creditors and investors. Every professional business consultant begins with a detailed survey of the cash and cash flow analysis.

Most companies in the current climate are experiencing 'burn rates'—a named derived from the fact that it is burning through its cash reserves instead of adding to them. The brutal fact is that, without a positive cash flow, any company is facing a gradual descent into oblivion. Eventually cash will become so scarce that critical expenses—like salaries, payments to vendors, continued improvement of the product/service mix and even taxes—will be increasingly deferred. If this situation continues, it is only a matter of time until the company ceases to exist.

One of the most overlooked opportunities to improve cash flow is a careful review and adjustment of the revenue streams. Under some circumstances, less is actually more. The theory is to not be everything to everyone, but to specialize your product and service lines, being the best in just one area of focus. Therefore, you can reduce your sales force to the actual producers, maximize every lead and your existing client base, and concentrate on profitable sales.



Effective selling is critical in this time of competitive marketing where we are fighting for every dollar to ensure our company's success.

Solutions to sales SUCCESS



1. **Downsize to a more productive sales force.**

2. **Has the company's sales gone up per person on an ongoing rate over the last five years? At what rate**

have sales increased in comparison with expenses? Does the sales force meet their expected goals?

3. **Has the company set real-time goals with proper monitoring of the progress on an ongoing basis?**

4. **Is the sales force taking orders or selling?**

Proven growth strategies generally concentrate on two broad marketing initiatives: increasing demand and extracting full value for a product. While some clients may grapple with driving growth in a new market, others are looking for new avenues to increase marketshare in a stalled, mature market. Can you increase the value of your product by offering new benefits or superior service? A move to needs-based growth strategies requires a move from a selling culture to collaborative learning.

Market-driven growth strategies are the product of in-depth market research and strategic planning with your marketing and sales team. The right marketing growth strategy for your company takes into account your business objectives and resources, and your current position in your market life-cycle.

Solutions to SUCCESS can work with your company to provide the best methods for the following:

1. **Increased cash flow**

2. **Effective advertising, attracting new customers**

3. **A better return on your advertising dollars**

4. **Measuring the results of your advertising**

5. **Increased sales through more effective selling techniques**

6. **Greater profit margins**

