

## **Managing Your Cash™**

*If you don't manage the cash flow of your business you may not stay in business*

One of the primary reasons businesses fail is an inability to pay their bills as they become due because of limited cash resources.

No matter how sophisticated your business' processes, or how wonderful your products and systems are, if your business runs out of cash, it will cease to exist.

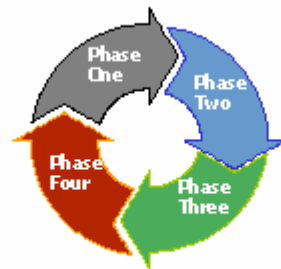
*An understanding of cash flow is a critical element of business management*

Cash Flow is a concept that at first can seem confusing but an understanding of how it works is critical to business survival.

Do you understand your cash flow statement? Do you have a plan to manage your cash? To ensure that you stay in business, you need to properly manage cash and we can help you do just that.

## **Our four phase approach to Managing Your Cash™**

**Phase One:**  
Explore funding  
options available



**Phase Two:**  
Manage sales lead-  
to-cash cycle time

**Phase Four:**  
Implement and  
monitor cash flow  
improvement  
strategies

**Phase Three:**  
Implement supply  
chain management

Remember when you first started up in business and money seemed to always be in short supply? Inadequate cash flow places unwanted pressures on every aspect of a business and holds back its ability to grow.

The four phases of 'Managing your cash' will remove these pressures and free you to build your business.

## Phase One: Explore Funding Options Available

Good management is always walking the tightrope between profitability on the one hand and cash flow on the other. But, there is a rule of survival that cannot be broken: you can't grow a business faster than your cash flow will allow.

We can assist you in determining the best way to fund your business' ongoing operations and future growth.

## Phase Two: Manage sales lead-to-cash cycle time



Sales lead-to-cash cycle is the time it takes from marketing a product or service to the time cash is received and becomes available for outflow. We take your business through a process of six steps that put you in control of your lead-to-cash cycle and ensure that funds are received in the shortest possible time.

**Step 1: Marketing** - Marketing is often one of the most expensive and least rewarding aspects of a business but it is always necessary, especially for start-ups or to gain new customers.

**Step Two: Buying Decision** - This is one of the longest and toughest processes in the sales lead-to-cash cycle – getting the customers to buy the product.

**Step 3: Credit Decision** - The decision to extend credit needs to be made carefully and credit policies should be strictly monitored and implemented.

**Step 4: Order Fulfillment** - Develop performance standards and quality control systems to reduce fulfillment error rates. Implement more efficient inventory management systems and deal promptly with returns.

**Step 5: Customer Billing** - Most businesses are inefficient at following through with timely billing. This can cause your sales lead-to-cash cycle time to increase greatly.

Step 6: Receivables Collection - Get the money in faster and don't just be like a barking dog chasing after overdue bills. You can save a lot of time and money through efficient receivables collection.

Step 7: Payment & Cash Deposit - The right kind of banking arrangements can make a big difference to your cash flow position. Investigate the various methods of making deposits and handling credit card transactions to find the best for your business.

Phase Three: Implement Supply Chain Management

- In this phase we examine the business' supply chain from the three perspectives of Supplier Management – Should you build and nurture the relationship or take advantage of the lowest prices?
- Inventory Management – How do you make sure you have enough inventory without having too much on hand? How can you cut the costs of your inventory?
- Workflow Management – Reduce bottlenecks, eliminate materials shortages, schedule resources appropriately, match production to sales and manage productivity.

Phase Four: Implement and Monitor Cash Flow Improvement Strategies

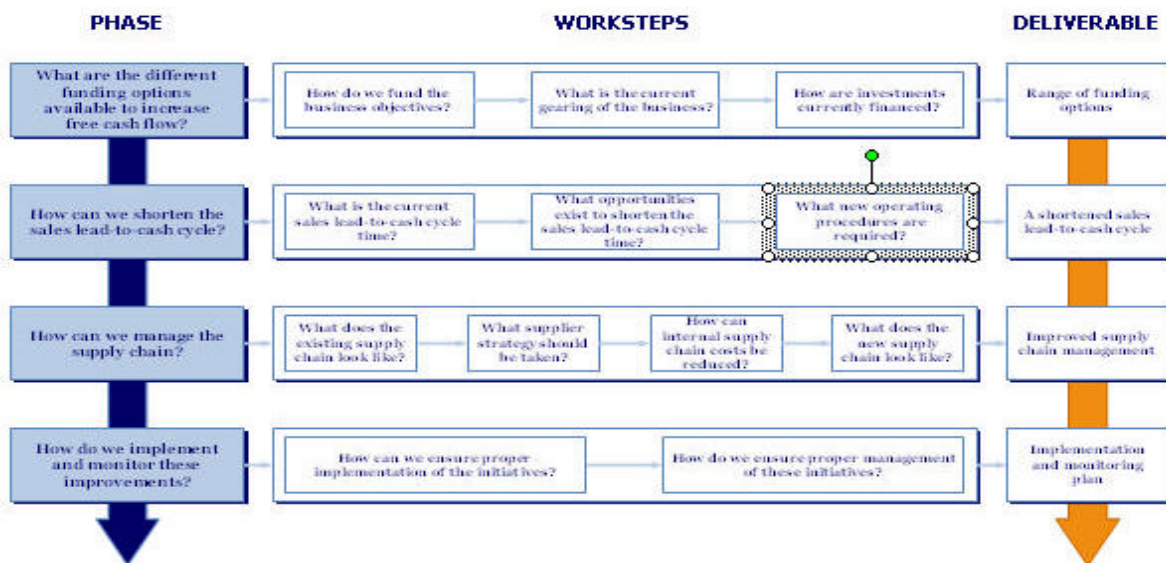
Why is cash flow management so important? Because, over the longer term, a business cannot grow faster than its cash flow allows.

We will develop an action plan for implementing a highly -effective set of cash flow improvement strategies in your business. The plan will show timelines for each step, designate resources and identify the milestones to be achieved.

Targets will be established using a cash flow forecasting tool. Key Performance Indicators will be determined and progress monitored from start to completion.

**Our comprehensive workplan**

Here is the overall workplan and approach for a consulting engagement like this.



## Our firm

ROCG is an international consultancy with offices in USA, Canada, United Kingdom, Ireland, Australia and New Zealand. Our emphasis is on bringing growth and success to Privately Owned Growth Enterprises.

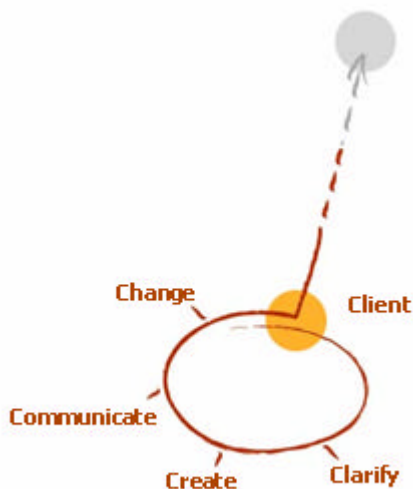
No other consultancy in the world is focused on providing solutions to this critical segment – your segment, of the business market.

## Global reach, local delivery

The international presence of ROCG gives us a breadth and depth of knowledge and experience to bring to every engagement. Through this network of over 150 qualified consultants, we can draw on the knowledge of experts around the world who have experience in the type of work you are considering today.

Based on our experience, no business problem is unique – it has been solved somewhere before. And we can bring that experience to you to ensure we provide you with the right solution to satisfy your specific situation.

## Our consulting philosophy



Our goal is to help **clients** achieve superior performance and build sustainable value for their business. This approach involves:

- Bringing **clarity** and insight to current business issues
- **Creating** solutions that deliver actionable outcomes
- **Communicating** throughout the process to ensure stakeholder involvement
- Supporting your organization through the **changes** required for success.

We have a range of proprietary consulting products and processes that we use at each stage of the consulting cycle to ensure that we deliver the right solutions for your enterprise.

## **Why you need to do this**

Managing cash is the most important aspect of managing any business and a major responsibility for business owners. Without cash no business can survive. This is why you need a highly-effective plan to manage your cash that will ensure you stay in business.

We hope you will decide to pursue this critical activity. Our extensive experience doing this type of work in your industry will support you in making it a success.

For Further Information please contact:

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