

Cash Management

It Doesn't Matter If You Are Rich or Poor as Long as You Have Money

Practical Information for Understanding Cash Flow and Business Impact

This workshop focuses on the fundamentals of cash flow and how your business practices impacts it. Included in this program are topics such as the need for controlled growth, the emotional side of cash management and an understanding of business funding requirements, collections and how to manage cash needs.

Topics Covered:

- ◆ **Understanding the Emotional Impact of Money**
How you and society feel about money which creates “stinkin-thinkin”
- ◆ **Learning to Manage Cash Factually**
Why your cash position may have little to do with profit and loss
- ◆ **Appreciating the Requirements of Your Unique Cash Pipeline**
What does it take to prime your cash needs
- ◆ **Determining Cash Flow Shifts as Your Business Evolves**
Focusing on cash needs during both growing and shrinking markets
- ◆ **Seasonality and Its Impact on Cash**
Knowing your seasonal cycles and planning accordingly
- ◆ **Identifying Basic Collection Profiles**
Knowing the risks with various client types



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PROOF Management instructors are experienced industry speakers who have taught hundreds of these programs and published numerous articles on these issues in top trade magazines.