

# **Voice of Reason Turnaround Consulting**

**Using Sales & Cash Flow Data to Make  
Rational Business Decisions**

**Michael Gansl & Matt Plociak**

# **This is a Two Phase Process**

**Reducing Liabilities and Predictable  
Cash Flow**

**Growing Revenue and Cash  
Flow**

# Phase 1-First Step

Get all Liabilities into a weekly payments spreadsheet

Add the estimated cash flows

Determine cash needed per week

# Phase 1-Second Step

Review Each Week's Cash Surplus or Shortage

What payments can be moved or delayed?

What receivables can be accelerated?

# Phase 1-Third Step

Determine the amount of liabilities needed  
for break even cash flow

Determine which vendors to negotiate  
amounts owed

Engage attorney to compose Letter to Vendors

# Phase 1-Fourth Step

Contact each vendor and explain payment plan

Send Attorney Letter to Each Vendor

Collect Signed Vendor Letters

# Phase 1-Fifth Step

Send each vendor agreed  
amount  
per payment plan

# Phase Two

## Growing Revenue

For A Sustainable Turnaround  
We Need to Grow Revenue  
On a Consistent Basis



# How Do You Qualify a Sales Prospect?

- **Pain**
- **Budget**
- **Timeframe**
- **Decision Making Process**

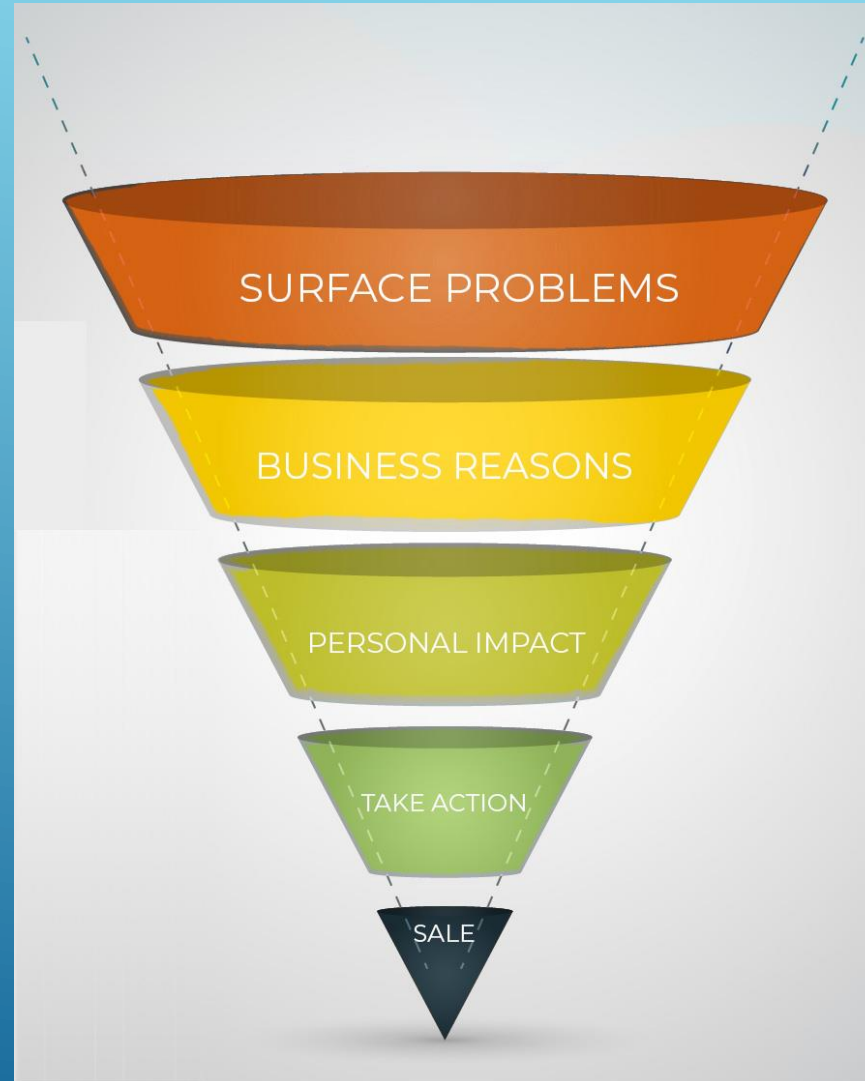
# WHAT IS PAIN?

An emotionally compelling reason to act or change

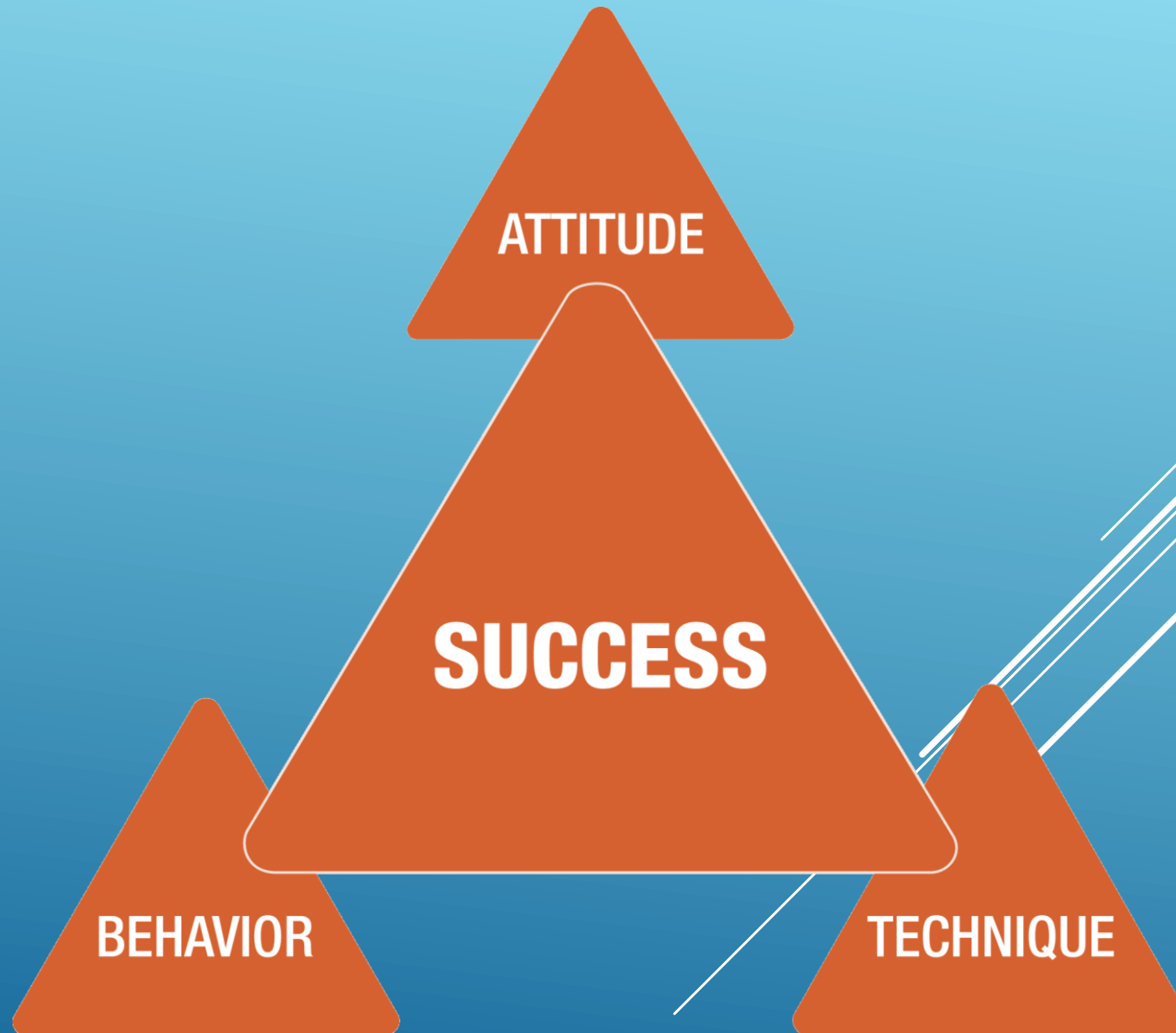
# HOW DO PEOPLE MAKE DECISIONS?

People make decisions emotionally, and then justify them later intellectually

# THE PAIN FUNNEL



# CRITERIA FOR SUCCESS



# Attitude:

- I have the right to ask questions
- I have the right to say no if I think we are not a good fit
- I didn't lose anything, as I didn't have anything to lose

# Behaviors:

- I will make the phone calls
- I will follow up
- I will be professionally persistent

# Techniques:

- I will use asking for permission as a tool
- I will negotiate with softening words
- I will go for the NO
- I will expose the 800lb gorilla in the room



**HOW DOES THE SALES PIPELINE  
AND THE SALES FORECAST  
IMPACT CASH-FLOW?**

# HOW DO YOU FORECAST CASH FLOW?

1. Estimate Sales Weekly with Sales Pipeline and Forecasting Legend
2. Estimate Weekly Collections
3. Review Accounts Payable and Determine Mandatory & Optional Payables





# CONTACT VOICE OF REASON CONSULTING:

**Michael Gansl**

917.848.6163

mgansl@voiceofreasonconsulting.com

**Matt Plociak**

917.282.0809

mplociak@voiceofreasonconsulting.com

**Listen to our Podcast – “*Mind Your Own Business with  
Mike and Matt*”**

<https://racecarradio.com/mindyourownbusiness>