Voice of Reason Turnaround Consulting

Using Sales & Cash Flow Data to Make Rational Business Decisions

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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 of 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

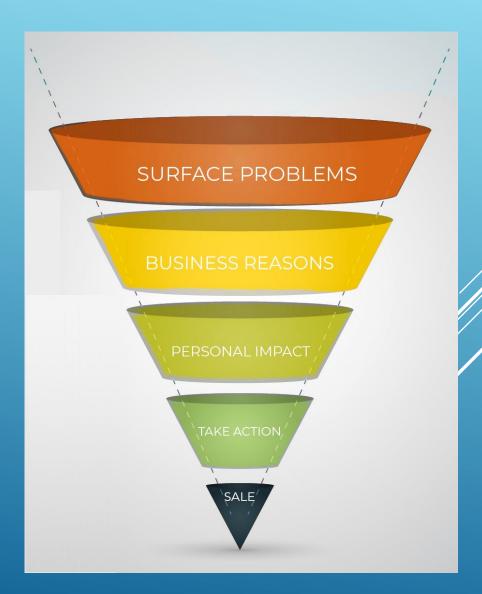
WHAT IS PAIN?

An emotionally compelling reason to act of change

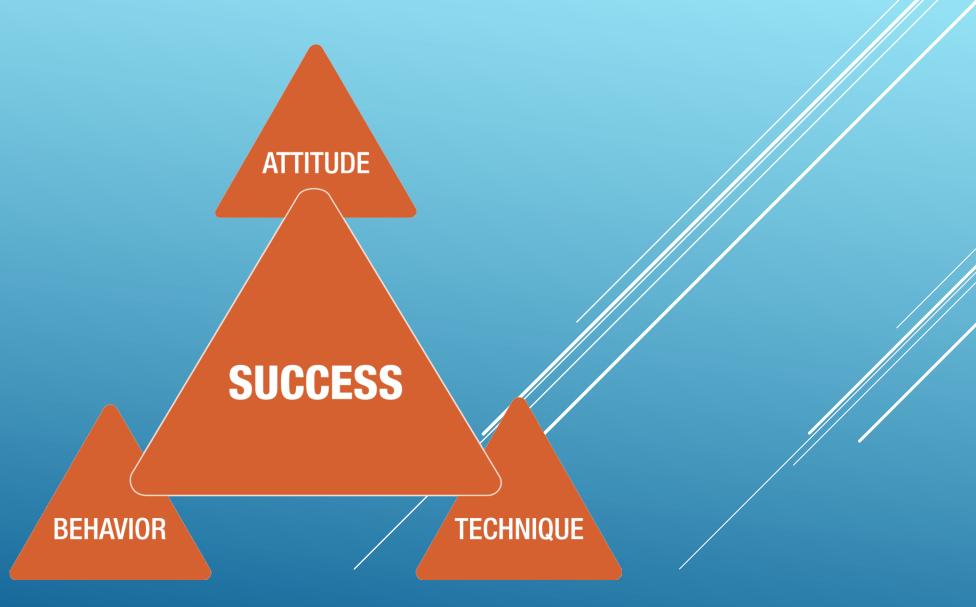
HOW DO PEOPLE MAKE DECISIONS?

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 toøl
- I will negotiate with softening words/
- I will go for the NO
- I will expose the 800lb gorilla in the room

WHAT IS A SALES PIPELINE?

Account	Amount	%		% x Amount	Timeframe	Contact	Description	Initial Contact	Last Contact	Next Steps
Client 1	\$ 20,000.00		10	\$ 2,000.00	6 Months	Juan Romero	Consulting Services	1/22/18	2/10/18	Follow-Up Call
Client 2	\$ 50,000.00		45	\$ 22,500.00	1 Month	Brittany Pherson	Consulting Services	12/10/17	3/19/18	Follow-Up Call
Client 3	\$ 30,000.00		45	\$ 13,500.00	1 Month	John Abbott	Business Services	12/1/17	3/19/18	Follow-Up Meeting
Client 4	\$ 10,000.00		75	\$ 7,500.00	3 Weeks	Tony Cardenas	Consulting Services	1/15/18	3/19/18	Send Contract
Client 5	\$ 5,000.00		90	\$ 4,500.00	2 Weeks	Amy Brock	Consulting Services	2/1/18	3/19/18	Finalize Contract
Client 6	\$ 10,000.00		20	\$ 2,000.00	4 Months	Linda Gil	Consulting Services	1/5/18	3/19/18	Follow-Up Meeting
Forecasting Legend	\$ 125,000.00			\$ 52,000.00						
10% - Potential										
20% - Either Budget Acceptable or Firm Timeframe w/ unsure Budget										
45% - Budget acceptable, firm timeframe, decision in 2 weeks or less										
1070 Bauget acceptable, initiatine factorism 2 weeks of less										
65% - Shortlisted										
05% - 31101 tilsteu										
75% - Preferred and recommended to superiors										
90% - Superiors approve										
100% - Contract signed and deposit received										

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

SAMPLE CASH FLOW SPREADSHEET

Client	Description of Service	Amount	Week of	1-January	8-January	15-January	22-January	29-January	5-February
ABC Corp.	Consulting Retainer	\$1,000.00		\$1,000.00					\$1,000.00
Acme Pharma	Business Services	\$3,350.00		\$3,350.00		\$3,350.00		\$3,350.00	
Adams Realty	Consulting Project	\$3,350.00			\$3,350.00		\$3,350.00		\$3,350.00
Audobon Society	Consulting Retainer	\$3,350.00		\$3,350.00				\$3,350.00	
Bloomberg	Consulting Retainer	\$3,350.00		\$3,350.00				\$3,350.00	
Vivant Solar	Consulting Retainer	\$1,000.00		\$1,000.00				\$1,000.00	
Ziegler & Associates	Consulting Retainer	\$1,000.00		\$1,000.00				\$1,000.00	
ZocDoc, Inc.	Consulting Retainer	\$1,000.00		\$1,000.00		\$1,000.00		\$1,000.00	
		\$37,512.00	Weekly Rev.	\$14,050.00	\$3,350.00	\$4,350.00	\$3,350.00	\$13,050.00	\$4,350.00
	Payroll	\$8,800.00		\$11,200.00	\$5,700.00	\$5,226.00		\$17,900.00	
	Payroll Carry-over	\$8,800.00							
	Rent	\$6,400.00		\$6,000.00					
	AMEX	\$30,000.00			\$8,000.00			\$8,000.00	
	Chase LOC	-				\$5,000.00			
	Chase LOC Interest	-							
	Credit Card Fees	-			\$600.00				
	Amazon	\$1,000.00					\$1,000.00		
	Oxford	\$1,500.00			\$1,500.00				\$2,027.58
		\$0.00							
	Weekly Exp.			\$17,200.00	\$15,800.00	\$10,226.00	\$1,000.00	\$25,900.00	\$2,027.58
	Prior Week Bank Balance			\$12,483.85	\$9,333.85	\$3,116.15	\$8,711.00	\$4,727.00	\$8,123.00
	Net Cash Flow			\$9,333.85	\$3,116.15	\$8,992.15	\$11,061.00	\$8,123.00	\$5,800.58
	Potential Additonal Cash Flow								
	Client 5					\$ 4,500.00			
	Net Potential Cash Flow			\$9,333.85	\$3,116.15	\$4,492.15	\$11,061.00	\$8,123.00	\$5,800.58
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Listen to our Podcast – "Mind Your Own Business with Mike and Matt"

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