



# 7 WAYS TO MANAGE YOUR CASHFLOW DURING A CRISIS

WITH BRETT KELLY

THANK YOU!



"BEST LAYED PLANS OF MICE & MEN..."



BROWN SWAN EVENT

MAKE THINGS CLEAR IN UNCLEAR TIMES.

① PROFIT & LOSS

- Revenue
- COG
- GROSS PROFIT
- OVERHEADS
- OP PROFIT

② BUILD A GREAT FORECAST

-20% IMPACT TEST

NO ONE HAS SEEN A GREAT FORECAST

\$1 OR \$1,000,000 DOESN'T MATTER

③ LARGEST ITEM FIRST THEN EVERY LINE ITEM

YOU NEED ONE ALL YOU WILL DIE

④ EVALUATE YOUR TERMS

FOCUS ON HOW YOU WILL GET PAID GET 25% - 50% UP FRONT

⑤ ENFORCE PAYMENT DISCIPLINE

7 DAYS > CALL ON > WHAT'S NEXT > 8TH

DON'T DELIVER THE FINAL PRODUCT TILL PAID

LEGAL SUPPORT

⑥ SEGMENT YOUR CUSTOMERS & SUPPLIERS

• PAY ON TIME

• GIVE YOU WORK

90/10 PRINCIPLE

FOCUS HERE

CRITICAL SUPPLIERS

PAY ON TIME

⑦ EVERYONE IN YOUR COMPANY

CASH IS LIFE BLOOD

PAY YOU EVERY 30 DAY

WE NEED TO GET PAID QUICKER

2 CHECKLISTS

- PAYROLL TAX RELIEF
- SMALL BUS. LOANS
- PAYG SUPPORT

KELLYPARTNERS.COM.AU

WORKING TOGETHER

PARTNER WITH YOUR ACCOUNTING TEAM

## SURVIVE & THRIVE

### CONQUER the CRISIS™

STAY ALIGNED & COMMITTED AS A TEAM



TIME IS LIMITED & DEATH IS CERTAIN

TIME IS KING EMPEROR



## #CONQUERTHECRISIS



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