

Seasoned Sales & Cash Flow Strategies

Using Sales & Cash Flow Data to Make Rational Business Decisions

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Turning Business Owners into CEOs™

What is the golden rule of sales?

He who has the gold rules!

And you have the right
to ask questions to find that gold!

SUSPECT OR PROSPECT?

Suspect: Anyone

Prospect: Someone that's been qualified

HOW DO YOU QUALIFY?

- Pain
- Budget
- Timeframe
- Decision Making Process

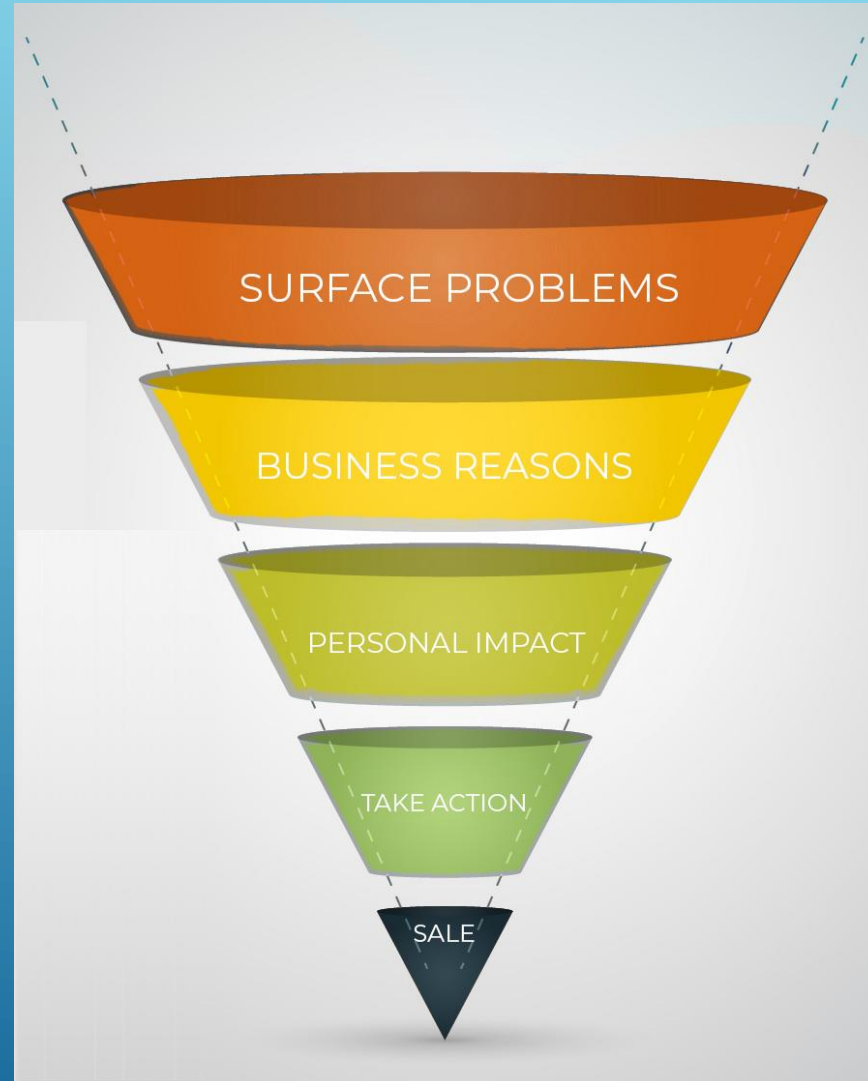
WHAT IS PAIN?

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



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.

CRITERIA FOR SUCCESS



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

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