Seasoned Sales & Cash Flow Strategies

Using Sales & Cash Flow Data to Make Rational Business Decisions

Michael Gansl & Matt Plociak

Turning Business Owners into CE

s™

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 dyalified

HOW DO YOU QUALIFY?

- Pain
- Budget
- Timeframe
- Decision Making Process

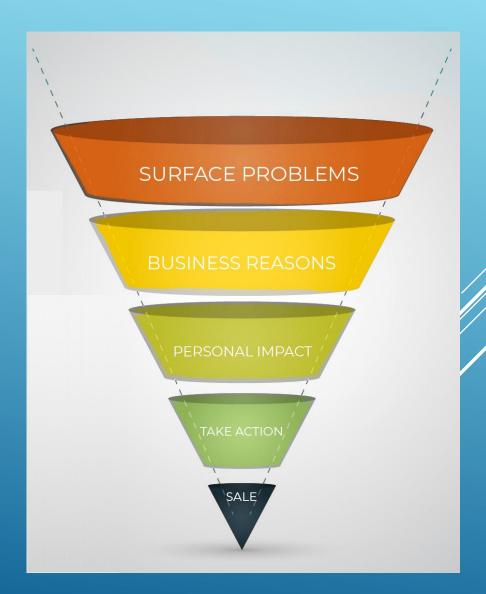
WHAT IS PAIN?

Pain: An emotionally compelling reason to act or the fine of the compelling reason to act or t

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.

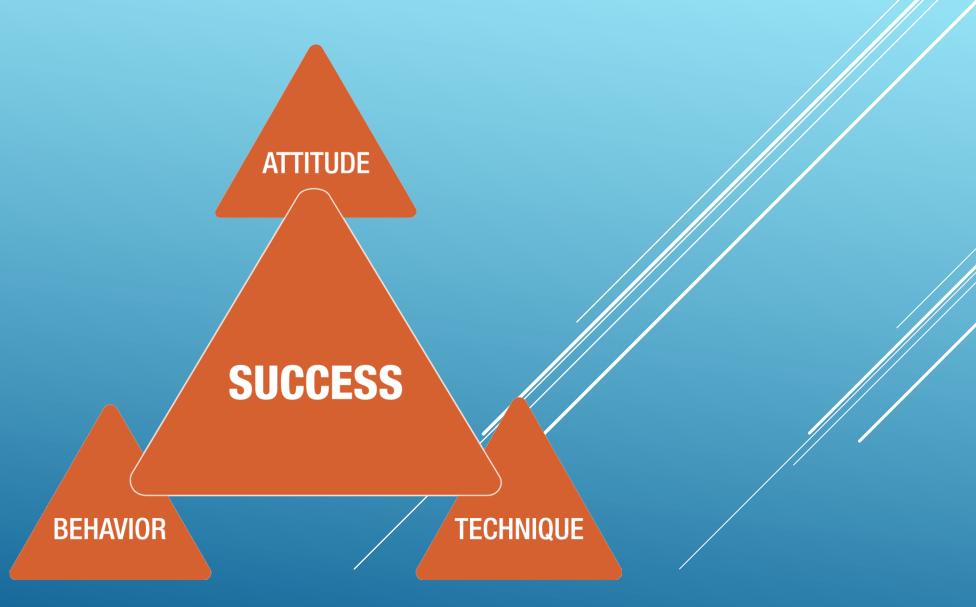
Behaviors:

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

Techniques:

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

CRITERIA FOR SUCCESS



WHAT IS A SALES PIPELINE?

Account	Amount	%		% x Amount	Timeframe	Contact	Description	Initial Contact	Last Contact	Next Steps
Client 1	\$ 20,000.00	1	0 \$	2,000.00	6 Months	Juan Romero	Consulting Services	1/22/18	2/10/18	Follow-Up Call
Client 2	\$ 50,000.00	4	5 \$	22,500.00	1 Month	Brittany Pherson	Consulting Services	12/10/17	3/19/18	Follow-Up Call
Client 3	\$ 30,000.00	4	5 \$	13,500.00	1 Month	John Abbott	Business Services	12/1/17	3/19/18	Follow-Up Meeting
Client 4	\$ 10,000.00	7	5 \$	7,500.00	3 Weeks	Tony Cardenas	Consulting Services	1/15/18	3/19/18	Send Contract
Client 5	\$ 5,000.00	9	0 \$	4,500.00	2 Weeks	Amy Brock	Consulting Services	2/1/18	3/19/18	Finalize Contract
Client 6	\$ 10,000.00	2	0 \$	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			+							
43% - Budget acceptable, ill ill tillell affe, decision ill 2 weeks of less										
CEO/ Charatista d										
65% - Shortlisted										
75% - Preferred and recommended to superiors										
90% - Superiors approve										
100% - Contract signed and deposit received										
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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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