



"How To Track Your Business With Flash Reports Without Spending Lots of Money and Time"

Most businesses prepare income statements and balance sheets. Your business should do that too. But think about when you get those. Always after the current month has closed and usually weeks after the month has closed.

Too late to do anything to change the result. That's like asking what could we do to reduce our taxes after the year has already ended.

What should you be reviewing every Friday after close of business or on Monday morning?

Flash Reports

What should you put on it? For most small businesses, the best management decisions will come from clear and up-to-date information about just 4 key metrics:

1. Current Cash Position
2. Sales & Revenue - both Forecast and Actual
3. Production Backlog
4. Operating Expenses

And finally, when you know these things, you can create the most important data points of all -- **a true cash forecast** -- by adding up the other key metrics:

Cash + Revenue Forecast + Backlog + Sales Forecast – Expenses = Cash Forecast

Tracking these 4 metrics daily (or at least weekly) on a single page will create an useful and important tool that will improve every management decision you make.

What do we recommend to include on your report spreadsheet (52 columns for each week):

Cash in Bank

Accounts payable next 2 weeks (cash needs)

Accounts receivable next 2 weeks (cash inflow)

Accounts receivable over 45 days

Sales closed last week

Sales presentations last week

Closing percentage

Plus Any industry specific additional ones

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