

PRESENTATIONS

One of the most lacking aspects of business management is the understanding and utilization of financial information. Many of these presentations utilize free interactive tools from the Profits Plus website.

1.) Black Ink: Cash Flow Management Secrets Your Accountant Never Shared

54% of the small businesses that fail are actually profitable when they go out of business. Why? Tom Shay knows it is because these businesses have failed to understand their future cash needs. With this session, participants will be able to accurately project their future cash and inventory needs. This is a most unique and very valuable session. Even those with little understanding of their finances will be able to implement these most necessary strategies.

2.) Creating Positive Cashflow with an "Open to Buy"

Ever hear of a business that has too much inventory sitting on the shelves and not enough money to pay the bills? How about a business that has too much seasonal merchandise left at the end of the season? Tom Shay has observed both situations and knows why they have occurred.

Both of these concerns are correctable when a business learns how to properly control ordering. He will explain the principles of inventory control; and how to apply these principles to an existing point of sale system; all using a free "Open to Buy" calculator from the Profits Plus website.



3.) So, That's Where the Money Goes

So, that's where the money goes! A comment made by an attendee after hearing Tom Shay share this presentation. The business owner looks at the bottom line of a profit and loss statement to see how much money the business made. Yet, when that same owner looks at the checking account the number is different. It is not likely that the checking account is larger! If the business is making a profit, why isn't all of that money sitting in the checking account? This Tom Shay session helps attendees learn why this happens and how to get better control of it.

4.) Can You Get More From The Investment You Have in Your Business?

This presentation by Tom Shay asks participants to examine their business from the perspective of the money they have invested in the business. Is this the best place for their money to be invested? It should be. And once they know how much return they are getting, they are shown how to increase that rate of return. This session utilizes a free calculator from Tom Shay's Profits Plus website.

5.) Basic Financials 101

Loving what you do does not mean the owner understands what they are doing; financial understanding is the key to small business success. It's not exactly a financial management boot camp; but if the person does not know the first thing about understanding the financial statements they or their accountant prepares, this is the right session. This is the best session for uncovering information in a financial statement that will help attendees manage their business better and more profitably.



6.) Your Assets — Are They Working for You or Just Sitting There?

The business controls a lot of assets which are used to make a business profitable. But, have most owners ever stopped to analyze just how well these assets are working for them? This session by Tom Shay, along with the free tools from the Profits Plus website, will help attendees to learn just how well their assets are working; and how to stop assets from just sitting there!

7.) Numbers Gibberish and the Profit Secrets They Hide

As the saying goes, "the job is much easier when you have the right tools". So, what are the right tools for the management of a successful business? Tom Shay has created a website that is full of free tools that will show attendees how the numbers on their financial statement contain the most important tools for any small business. Finding and using the right tools means finding more profits.



Tom Shay

Invite someone to help business owners improve their businesses and resolve challenges they face. Definitely you want an individual that not only has the knowledge but has the experience of having "been there and done that". Those listening will immediately identify with Tom Shay as being that individual. Tom Shay knows the intricate details of small business ownership. He has written hundreds of articles for trade magazines and authored a dozen books on the aspects of owning and managing the business. He works with small business owners as well as the wholesalers and manufacturers who serve them.

Most importantly, those who have listened to Tom Shay and put his ideas to work in their business have improved their bottom line. While the personal stories he shares are entertaining, they add application to the information Tom Shay shares.

8.) How Much Is That Doggy in the Window? The Cost of Dead Inventory

Inventory is often the biggest single investment a business makes. For the business to be a successful investment, the inventory has to sell. Inventory that is sitting on the shelf month after month is the same as putting the money under a mattress. This session will show how getting rid of dead inventory can improve not just the turn rate, but also the gross sales, profitability, and ROI in a business.

9.) What your accountant is not telling you!

You may get all the proper forms and taxes completed on time. You probably have never had your business audited with regard to any of the forms or tax returns you have submitted. Yet, there are many things that you should know about the accounting aspect of your business. Your accountant may know most of them, but to make sure, both of you have to be "on the same page". This session will share 14 key aspects of financial management that you should be aware of.

10.) If You Are Not Making Money You Are Not Doing This

Outside of a fixed asset such as a building, the inventory is the largest investment a small business has. The key to profit is found in the proper management of that inventory - margin, turn, dollar contribution as well as staying away from "item and price advertising. This session provides insight how to master these keys to increased profits.