

Smart Finance

CASH IS KING – the most under valued measure in business today. The Cash Conversion Cycle is the focus of this course, understanding where you cash gets stuck and how you can speed it up. We also look at how you can create more profit in your pocket, all in simple English - Accountants speak is banished from the course.



• Learn • Apply • Change • Grow

➔ What will I learn?

- The Cash Conversion Cycles for Retail, Manufacturing and Trades
- Why the USA has a CCC that is a quarter of that in NZ
- Why Starbucks has a CCC of -9 days
- Tips and pointers from businesses who are the world leaders in making money
- The fastest way to make more profit

➔ Content

- Read your Profit and Loss report and Balance sheet
- Understand how important it is to have cash flowing through your business
- Learn where to look for the cash blocks, and remove them, by understanding the Cash Conversion Cycle for your business
- Understand the fastest ways to improve profit in your pocket

➔ Personal Development

Key skills that are developed during this course include:

- How much money you make
- How much money you could/should make

➔ Who Should Attend

Owners and Directors of businesses who want to improve the financial performance of the business and have a better understanding of how to make their money work for them.