

101 ULTIMATE CASH FLOW BOOSTERS checklist



"A must-have for any serious business owner..."

TRADE BUSINESS
ACCOUNTANTS

101 ULTIMATE CASH FLOW BOOSTERS

CHECKLIST

101 STEPS TO ACHIEVE CASH FLOW PERFECTION. WHAT'S YOUR SCORE?

KEY: **NO** Missing or Failing. **OK** But Needs Work. **YES** Looking Good!

Using the table below and overleaf, tick the column that best represents where your company is at right now...

A. INCREASING YOUR PRICES Charging more for your work	NO	OK	YES
1 Are You Focusing On Building Relationships And Winning Work From Ideal Clients (Profitable, Pay On Time, Easy-Going, Etc.)?			
2 Are You Continually Dropping Your Worst Clients (Least Profitable, Don't Pay On Time, Create Unnecessary Headaches, Etc.)?			
3 Are You Focusing On High Margin Work Types/Markets?			
4 Do You Perform Any Specialist Work With A Higher Barrier To Entry That Has A Smaller Tender List And Greater Pricing Flexibility?			
5 Do You Avoid Hourly Rate Work And Focus On Quoted Works (Or Fixed Pricing) Wherever Possible?			
6 Have You Stopped Reducing Your Prices Below Your Gross Profit Target? (i.e. STOP Discounting)			
7 Have You Stopped Competing Purely On Price And Started Competing On Value?			
8 Are You Communicating To Prospects In The Sales Process Why You're The Lowest Risk, Highest Value Option In The Market?			
9 Do You Use A Professional Proposal (Not A Generic Quote)?			
10 Do You Use Sales Tools Like Capability Statements, Awareness Guides, Checklists To Help Convert Prospects At Higher Prices?			
11 Have You Built Strong Front-End Marketing Infrastructure That Positions You As The Lowest Risk, Highest Value Option In The Market?			
12 Do You Deliver Better Customer Experience And Better Communication Than All Of Your Competitors To Increase The Value Of Your Service?			
13 Do You Offer A Tiered Pricing Model That Includes Higher Priced Options For More Price Flexible Customers?			
14 Do You Spend The Time 'Kicking The Dirt' With Prospects?			

15	Have You Positioned Yourself As An Expert/Trusted Advisor To Your Clients (i.e. They Don't Want To Use Anyone But You)?			
16	Do You Focus On Value Management (Ethical Upselling) Throughout The Sales Process And Job To Maximise Overall Job Value?			
17	Do You Clearly Understand The Profit Driven Vs Volume Driven Business Model (i.e. You Can Increase Your Prices, Lose Work And Still Make More Money)?			
18	Do You Have A Profit-Driven Mindset And Not A Volume-Driven Mindset?			
19	Have You Positioned Yourself As A Specialist That Is Perceived To Be More Valuable In A Specific Target Market?			
20	Have You Stopped Trying To Tackle Every Market And Started To Get Focused On Specific/Niched Markets With Less Competition And Greater Pricing Flexibility?			
21	Are You Consistently Trying To Build New Relationships (Picking Up The Phone, Kicking The Dirt) To Give You More Opportunity To Raise Your Prices With A Larger Pool Of Potential Clients?			
22	Have You Stopped Relying On Just Word Of Mouth Marketing So You Can Diversify Your Customer Base Faster (Rather Than Just Being Stuck Working With The Same Old Clients Out Of Necessity)?			
23	Do You Charge Service Fees/Consultation Fees/Priority Fees/ Quote Breakdown Fees?			
24	Do You Increase Prices For After Hours/Emergency Work?			

B. INCREASING YOUR VOLUME		NO	OK	YES
Increasing your workload				
25	Do You Market Consistently In Some Capacity Every Single Week, All Year Round?			
26	Do You Continue To Strengthen Your Relationships With Existing Customers To Maximise Their Lifetime Value?			
27	Do You Track And Optimise Conversion Rates To Make Sure You're Actually Converting Enquiries/Leads/Quotes/Estimates Into Jobs?			
28	Do You Offer Ongoing Service/Maintenance Agreements To Maximise Lifetime Value Of Customers?			
29	Do You Have A Professional Website Positioning You As A Premium Provider?			
30	Do You Have A Strong Brand With Modern Logo/Colours/Messaging Positioning You As A Premium Provider?			
31	Do You Post Regularly On Your Social Media Accounts?			
32	Is Your Google Profile Optimised With A Large Number Of 5-Star Reviews?			

33 Do You Have Strategic Alliances That Bring In A Large Number Of Referrals?			
34 Do You Have Key B2B Relationships (Builders, Property Managers, Etc.)?			
35 Are You Leveraging Email Marketing On A Month To Month Basis To Get Past Customers Buying From You Again And Again?			
36 Are You Following Up Proactively On All Outstanding Quotes?			
37 Do You Have An Effective Referral System For Past Customers?			
38 Do You Have An Effective Sales/Enquiry Process That's Built To Convert The Right Customers And Qualify Out The Wrong Ones?			
39 Are You Constantly Developing The Sales Skills Of You And Your Team To Be Able To Better Sell Your Services To Prospective Clients?			
40 Have You Built Strong Front-End Marketing And Sales Infrastructure That Produces Warm Leads, Where The Enquiry Call Is Just A Formality?			
41 Are You Always Out Kicking The Dirt With Prospective Clients To Sell Them On Your Value And Get The Job/Project Over The Line?			

C. REDUCING COST OF GOODS SOLD Improving efficiency in delivery	NO	OK	YES
42 Do You Always Aim To Reduce Material Wastage On Site By Your Team?			
43 Do You Leverage Overtime/Better Planning To Maximise Labour Productivity?			
44 Do You Always Put A Big Focus On Pre-Project Planning And Scheduling To Limit Any Delays, Reduce Onsite Inefficiencies And Maximise Productivity?			
45 Do You Always Keep Your Field Workers As Billable As Possible Throughout The Day/On Projects?			
46 Do You Back Cost Every Job To Track Profitability, Material Usage, And Labour Hours To Review Accuracy Of Estimations?			
47 Have You Negotiated With Your Suppliers To Get Better Rates Or Changed Suppliers Altogether?			
48 Are You Charging For All Variations (And Making Sure They're All Signed Off)?			
49 Do You Have An Efficient Supplier Invoice Review Process To Make Sure You Aren't Being Overcharged By Your Suppliers?			
50 Do You Have A Quality Assurance System/Checklist In Place To Limit Any Call-Backs And Rework Required By Your Team?			
51 Have You Implemented Job/Project Management Software's Into Your Business To Streamline And Systemise Job Processes?			

52 Do You Have An Effective Quoting Process/System/Software In Place To Minimise Errors In The Allocation Of Job Costs?			
53 Have You Setup You And Your Teams Workplaces To Win So They Can Operate More Productively?			
54 Do You Utilise Daily Pre-Starts At Your HQ And On Site To Set Daily Standards And Minimise/Eliminate Costly Errors?			
55 Do You Have Clear Systems And Processes In Place For People To Follow In The Field?			
56 Do You Perform Weekly De-Briefs With Your Crews To Decide How You Can Improve Operations (What Should You Start Doing, What Should You Stop Doing And What Should You Keep Doing)?			
57 Do You Review And Reflect On Job To Job Performance And Account For Inefficiencies On Future Jobs?			
58 Do You Strictly Hire Higher Performers/A-Players And Remove Any Problem/ Underperforming Staff That Are Holding Your Team Back And Driving Down Productivity?			
59 Have You Made Margins And Productivity Everyone's Business (So They Understand Impact Of Lower Productivity)?			
60 Do You Measure And Track Labour Productivity And Utilisation Weekly?			
61 Do You Charge A Subcontractor Management Fee?			
62 Do You Regularly Review Your Labour Rates And Make Sure You're Not Undercharging Against Your Real Costs?			
63 Are You Constantly Upskilling, Training And Coaching Your Workforce To Operate With Greater Productivity?			
64 Implement A Purchase Order System To Keep Control Of What Your Field Workers Are Purchasing? (Warning: Be Careful Not To Damage Productivity!)			

D. REDUCING YOUR OVERHEADS Eliminating company wastage	NO	OK	YES
65 Are You Actively Working To Keep Your Overhead Rate (As A % Of Revenue) between 18 and 25%?			
66 Do You Have An Up-To-Date Budget Of Spending In The Business?			
67 Do You Regularly Review Transactions To Understand Where Money Is Spent?			
68 Do You Regularly Review Your Overheads And Remove Any Spending On 'Nice To Haves' That Bloat Your Overheads Unnecessarily?			
69 Do You Monitor Employee Spending And Employee Associated Costs?			
70 Do You Sell Off Any Unneeded/Underutilised Plant, Equipment And Machinery?			

71 Do You Negotiate Better Deals With Your Suppliers/Insurance/Phones/Internet?			
72 Do You Actively Work On Reducing Your Debt To Minimise Interest Payments?			

E. REDUCING ACCOUNTS RECEIVABLE Increasing your speed to cash	NO	OK	YES
73 Do You Track And Measure Your Average Accounts Receivable Days Against A Specific Target?			
74 Do You Use Accounting Software To Report What Money You Have Outstanding And Who Owes It - Collect All Outstanding Debt (Oldest And Largest First)?			
75 Do You Clearly Communicate Price And Payment Terms Up Front?			
76 Do You Get Approval And A Written Signature Prior To Starting ANY Works (Including Any Variations)?			
77 Do You Receive A Deposit Before Starting Work?			
78 Do You Have Favourable Terms Regarding Progress Payments To Collect Cash Throughout Project (Aim To Reduce The Amount Needed To Collect Once You Finish Your Work)?			
79 Do You Take Payment On Completion? If That's Not Possible, Have You Shortened Your Payment Terms To A 7-Day Account?			
80 Do You Have A Strong Diversification Of Client Types So You're Not At The Mercy Of All Your Clients Operating on 60 to 90-Day Terms?			
81 Have You Built A Great Relationship With Person In Accounts Role Of Clients Company, So They Favour Paying You Over Others?			
82 Do You Have A Clear Terms Of Trade?			
83 Do You Have A System In Place To Invoice Your Customers As Soon As Possible (Average Time Between Invoicing A Client And Receiving Payment In Australia Is 44 Days)?			
84 Do You Keep Your Invoices Clear, Professional And Provide Context To Work Completed?			
85 Do You Follow Up Relentlessly On Outstanding Payments (And Have A System In Place To Follow Up And Chase Your Money)?			
86 Are You Collecting Your Debts Weekly?			
87 Do You Make It Easy For People To Pay You (Software, Prompt Invoicing, Clear Terms Etc.)?			
88 Do You Notify Customers Of Your Intent To Stop All Works Until Payment Is Received?			
89 Do You Use A Debt Collector To Salvage Aged/Uncollected Receivables?			

F. REDUCING WIP/STOCK DAYS The Bedrock of Your Brand		NO	OK	YES
90	Do You Track And Measure Your Average Works In Progress/Stock Days Against A Specific Target?			
91	Do You Limit Variances In Material Brand/Product Types To More Frequently Use Your Stock (Unique Unused Stock Extends Stock Days)?			
92	Do You Have Accurate Order Sizes To Limit Your Outgoings Month To Month?			
93	Have You Renegotiated Supplier Lead Times To Limit The Time It Takes To Turn Supplier Purchases Into Cash On A Job?			
94	Do You Use A Job Management System To Better Manage Stock/Inventory (So You Know What You Hold, Rather Than Forgetting What You Purchased And Never Using It)?			
95	Do You Invoice WIP Frequently To Get Cash In Faster And More Regularly?			
96	Do You Train Your Team On Better Stock Utilisation?			

G. REDUCING ACCOUNTS PAYABLE DAYS Slowing down outgoing payments		NO	OK	YES
97	Do You Track And Measure Your Average Accounts Payable Days Against A Specific Target?			
98	Do You Purchase Materials On Credit Terms?			
99	Do You Make Sure You Never Front Your Cash To Fund Projects?			
100	Do You Maximise And Extend Payment Terms With Suppliers?			
101	Do You Pay Suppliers On The Dates That Are Required (And Never Pay Bills Early)?			

TOTALS:

# of NOs	<input type="text"/>	# of OKs	<input type="text"/>	# of YES'	<input type="text"/>	/ 101	x 100 =	FINAL SCORE	<input type="text"/>	%
--------------------	----------------------	--------------------	----------------------	---------------------	----------------------	-------	---------	--------------------	----------------------	---

Divide your score by 101, then multiply it by 100 and that is your percentage.

YOUR SCORE

0 to 50% - **Uh oh**, your business likely has poor cash flow, and some big changes are needed to fix it. **We can help!**
51 - 85% - **Well done**, you're doing better than most but there's still plenty of room to improve cash flow. **Contact Us!**
86 - 100% - **Congratulations**, you're doing great, but we'd love to help you push even further. **Get in touch!**



WHAT NOW?

TRADE BUSINESS ACCOUNTANTS

JOIN THE MOVEMENT

If you like the idea of having an entire team of seasoned professionals handling all of your bookkeeping, tax, accounting, wealth protection, and business advisory needs, working proactively behind the scenes to help you boost your cash flow, then sign up today and **join the movement!**

Isn't it time you had access to a specialist team of financial experts that you deserve?

CLICK HERE TO BOOK A CALL

TRADE BUSINESS
ACCOUNTANTS