



Practical Tools for Control, Survival & Success

Who Should Attend

Business Owners, Key Managers, Entrepreneurs, Business Advisors, Lenders, CPAs (CEU credits are available) and others whose decisions have an impact on your company's financial performance. Our Profit Mastery Program is designed to enhance the financial management skills of all business people.

About The Workshop

This is practical stuff!! Get ready for two down-to-earth days. You'll leave with a process to evaluate the performance of your business and a strategy to implement change. Along with other owners and managers, you'll analyze actual business problems and situations. Together, you'll find useful solutions in a stimulating exchange of ideas.

Valuable Reference Material

The workshop includes a detailed manual and the case studies used in class.

In This Hands-on Workshop You'll Cover

- **Overcoming Common Business Problems**
- **Understanding your Financial Position**
- **Using Tools to Take Active Control**
- **Making Effective pricing Decisions**
- **Evaluating Cost Patterns**
- **Leveraging Financial Resources**
- **Planning For Transition**
- **Putting It All Together**

TAKE ACTION NOW...Ensure the Financial Stability of Your Company Today!

INTRODUCTION AND OVERVIEW

- Business Owner Roles, Responsibilities & Mngmt. Styles
- The Seven Financial Reasons Businesses Fail
- The Working Capital Cycle
- The Financial Operating Cycle
- Managing the Cycles More Efficiently

MONITORING FINANCIAL POSITION

- Understanding the Income Statement: Taking A New Look
- The Balance Sheet: Understanding the "Forgotten Statement"
- Using Ratios to Measure Efficiency & Plan For Greater Success
- Case Study & Practical Application

CAUSE/EFFECT: ROADMAP TO A BIGGER BOTTOM LINE

- Using Financial Ratios to Measure Efficiency
- Identifying Financial Distress
- Seeing the Symptom
- Identifying the Cause of the Problem
- Prescribing A Cure
- Improving Cash Flow, Profitability, & Op. Efficiencies

PROFIT PLANNING AND CASH FLOW ANALYSIS

- Developing A Profit Plan & a Cash Budget
- Identifying Key Patterns of Cash Flow

PROFIT PLANING - CASH FLOW ANALYSIS – cont.

- Developing Seasonal Cash Budgets
- Cash Forecasting as a Management Tool
- Funding Seasonal & Long-Term Growth

PLANNING AND MANAGING LONG-TERM GROWTH

- The Role of the Balance Sheet: Forecasting Capital Needs
- Financial Leverage & Debt Structure
- The Cost of Growth: Paying Your Bills & Managing Risk
- Planning for Successful Growth
- Case Study & Practical Application

INCOME STATEMENT: BREAK-EVEN ANALYSIS

- Managing the Income Statement from the Bottom Up
- Understanding Cost Behavior: Fixed/Variable Cost Patterns
- Contribution Margin: Planning for Profits
- Applying Break-Even In Your Own Business
- Application of Break-Even: Cost/Benefit Analysis
- Case Study & Practical Application

DEALING WITH BANKS AND FUNDING SOURCES

- Understanding the Loan Approval Process
- What Bankers Look for in a Loan Request
- Putting the Package Together
- Summary, Conclusions, and Evaluations

FOUR PART SERIES OR Two Day Seminar Dates

AM or PM or All Day

COST

\$395.00

LOCATION

"Within the first 15 minutes of the Profit Mastery workshop, I learned real changes that I could make that would affect the cash cycle in our business. By the end of the course, I was thinking about our numbers and cash flow in a completely different way. I have gone from fearing and avoiding the numbers to calling my business partners to set up meetings to analyze and discuss them. I would strongly encourage every business owner to take this course. I have a clear understanding of why 80% of small businesses fail, and confidence that we will be in the 20% that succeed."

Suzu Green, Co-Founder of Three Trees Yoga (Federal Way)

"This is what small biz owners need to know to be successful. Well presented, concise. After taking this course I can't imagine running my business without using these tools. This is exciting to have a way to measure the past and plan for the future."

January 2012 participants (Lacey, WA)

"At first I was skeptical of the program, but within the first thirty minutes I learned a valuable tip that more than paid for the class. I was able to show my customers where they were not capturing potential profit and how they could fix the problem. I have suggested the Profit Mastery course to many of my customers."

Paul R. McDaniel, eStreamline, LLC, Federal Way WA

What Participants are Saying About Profit Mastery:

"The Profit Mastery series is an amazing course that definitely provided me the financial insight re how I can better control my company's profits and cash flow. This series is great for well-established businesses trying to understand how to improve profit and cash flow. The hands-on exercises and flow charts enabled me to apply the methods to my business. We were able to pinpoint areas in virtually all departments where we could improve our performance. Profit Mastery is a valuable tool for us."

<http://sorknessaviation.com> Russ Sorkness,
President of Sorkness Aviation (Kent)

"The Profit Mastery class has helped me to measure our business in more concrete ways, and to project and set goals. The information that was presented was sort of counter-intuitive, so a person is not likely to get it on their own. The class taught us to put a more accurate value, a price, on what we do. Since having taken the class, I have changed our margins to more accurately reflect the value of both our products and our service. And, since I have done that, I feel our company is a much more healthy company, and our future is that much more bright."

Enterprise Office Systems (Anacortes)

REGISTRATION

On-line: <http://wsbdc.org/events/>

Or request registration form and more information:

Email: cdoyl@wsu.edu

Small Business Development Center
PO Box 1495, Spokane, WA 99210
Phone: 509-358-7890 Fax : 509-358-7896

Facilitated by: a Profit Mastery Certified Facilitator, Certified Business Advisor, State Training/Export Director WA Small Business Development Center



SMALL BUSINESS DEVELOPMENT CENTERS

Funded in part through a cooperative agreement with the U.S. Small Business Administration