



37th National Conference

Putting Your Best 'Fert' Forward

Pacific Bay Resort, Coffs Harbour NSW
3rd to 6th August 2009.



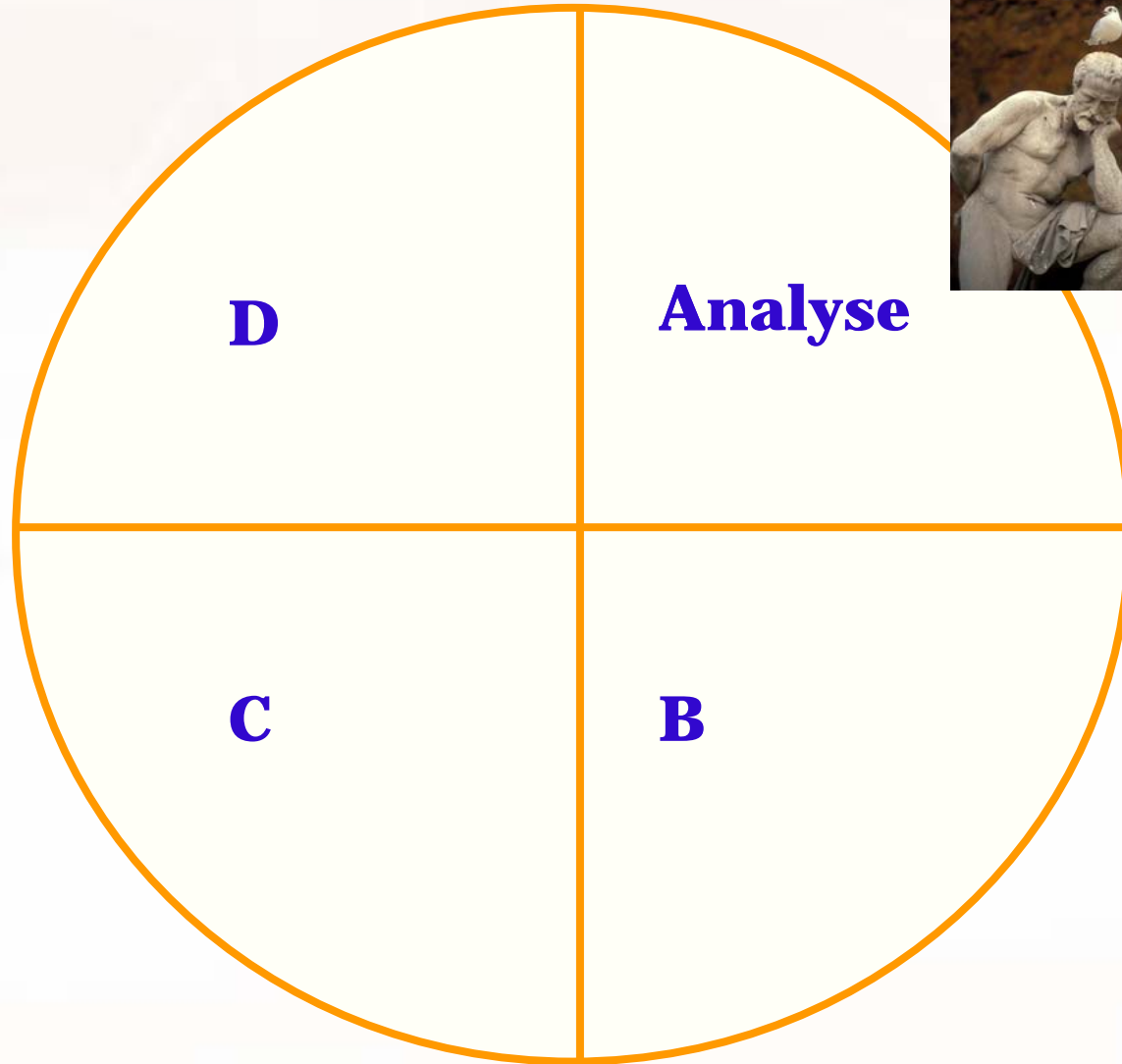
Making the Tough Business Decisions

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Making the tough Business Decisions

4 stage process *ABCD*



Root Cause not the Symptoms



The Lockup

Debtors

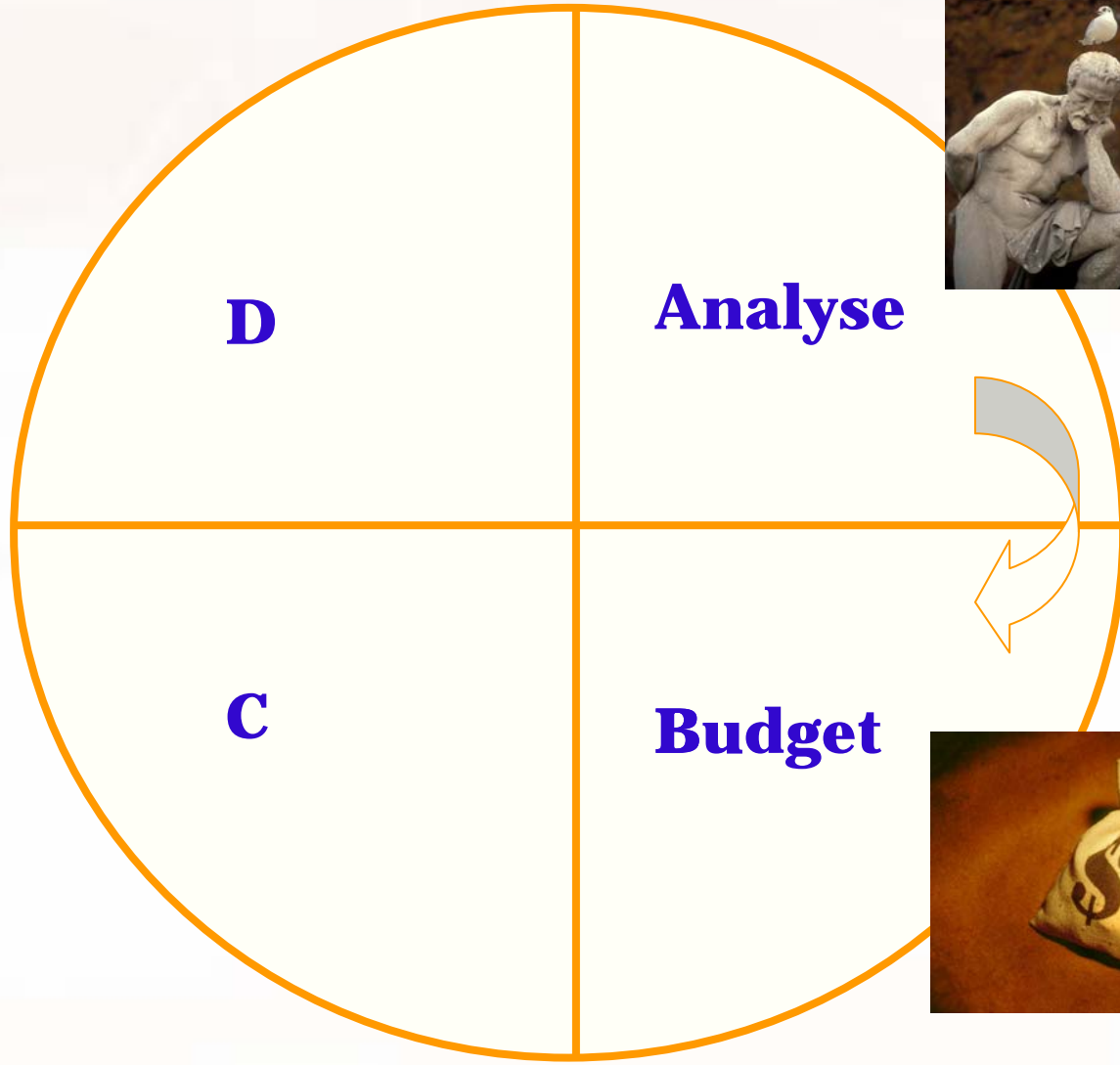
Stock

WIP work in progress

***“our price is based on monthly invoices payable 14 days after receipt, if you are unable to meet these terms of trade please advise prior to the commencement of work, signed*”**

Making the tough Business Decisions

4 stage process *ABCD*



Reverse budgeting



\$200,000 post tax

\$250,000 pre tax

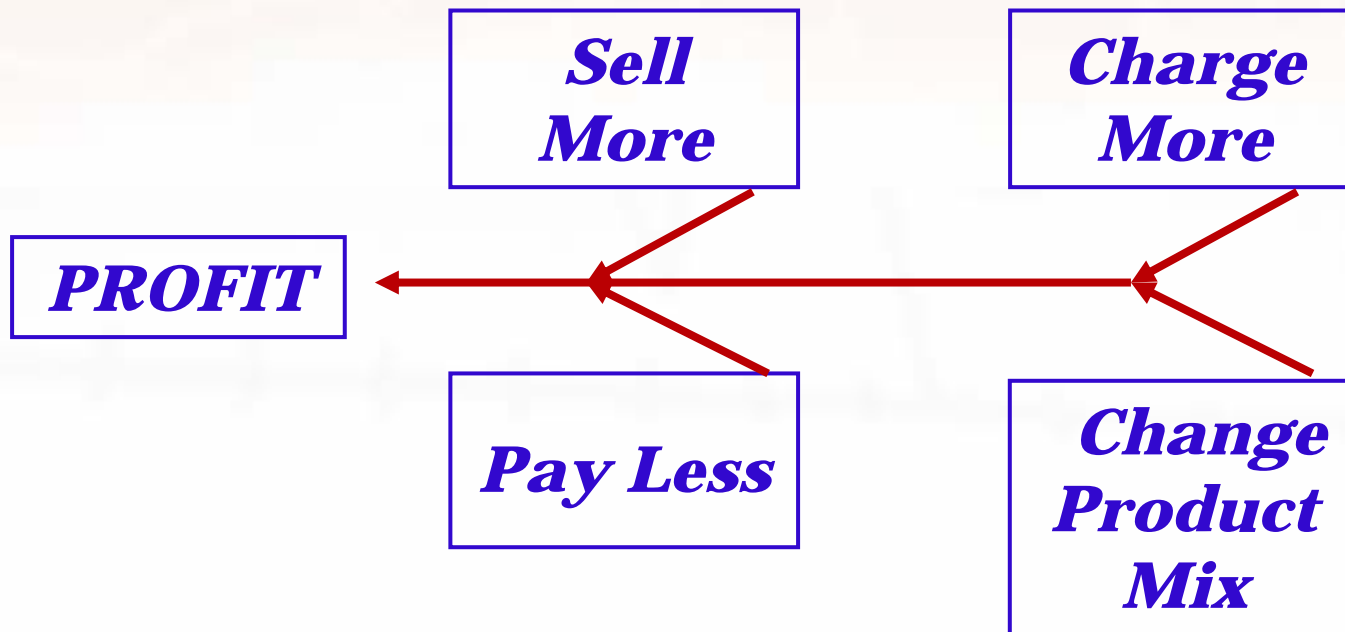
\$600,000 Expenses

\$850,000 Gross Profit 50%

\$1,700,000 Turnover

***a company cannot be run entirely on numbers
but it cannot be run at all without them***

4 Profit Drivers



profit should not be a by-product of doing business it should be the reason we do business

Selling Strategies



New
Customers
Existing

Attracting

x 2

Loyalty

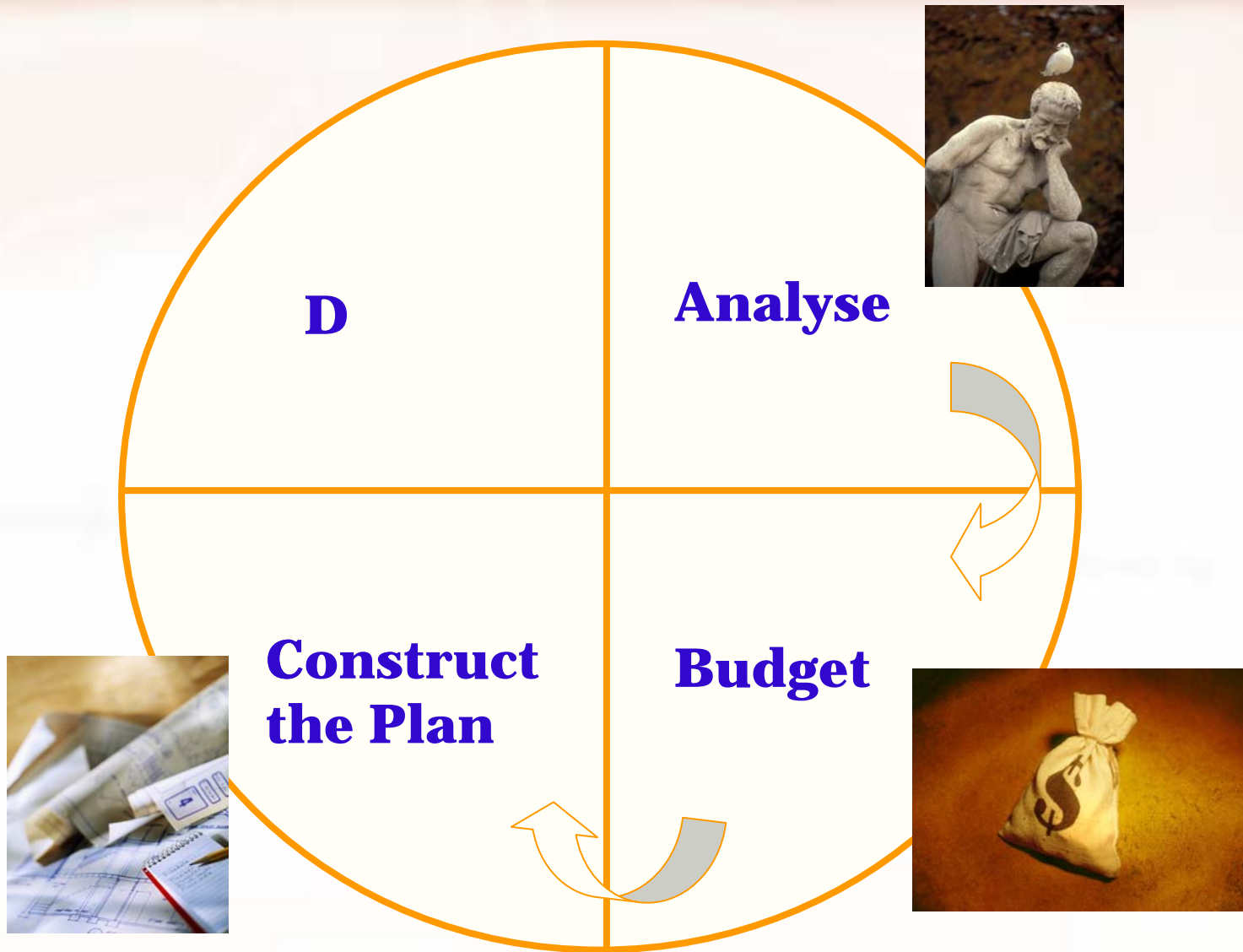
R & D

Existing **Goods/Services**

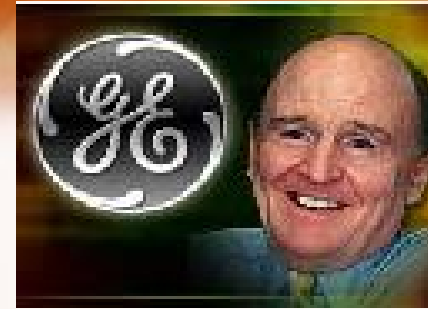
New

Making the tough Business Decisions

4 stage process *ABCD*



Jack Welsh Grid



Results



Values

***plans don't change businesses;
people implementing plans change businesses***



Do it !

Analyse



**Construct
the Plan**

Budget



Do it !



Businesses don't fail because they don't see the problems;

businesses don't fail because they can't see the solutions;

businesses fail because they can't implement solutions

“Unless commitment is made, there are only promises and hopes..... but no plans” - Peter Drucker

Specific, Measurable & Time Bound KPI's

Enthusiasm and Motivation





Do it !

Analyse

**Construct
the Plan**

Budget





I will do

.....

.....

.....

.....

DO IT !! before you run out of time and money