



**BUSINESS[®]
DOCTORS**
ACHIEVE YOUR VISION

Cash is King! We've all heard this maxim and it is more true today than ever before. A healthy profit may look nice on your financial statements, but if capital expenditures or receivable collections are draining your cash, you won't be able to stay in business for long.

Too often
executives and small
business owners fail to focus on
cash flow generation. In order to
head off this problem, businesses
must know what's
blocking
their

Revenue Throughput

BUD

Knowing the details of your company's
profitability, costs, cash flow, and more is
critical to staying on top of
your finances, and growing
your business.



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Business owners create wealth and grow their business because they understand how to build a culture where sustainable profitability is a given.

Rate your business on a scale of 1 to 5 for each of these areas, 1 being not sure and 5 being highly optimized. A score below 24 could indicate some critical factors that needs to be looked into.

1	2	3	4
 Financial Performance Do you have all your Financial Reporting and budgets in place? Do you track margins to plan?	 Growth Forecast Does your revenue plan indicate products and services linked to your sales pipeline and budgets?	 Risk Impact Did you include risk mitigation plans in your forecast and do you know how much revenue is at risk?	 Resource Planning Is your resource planning linked to your budget and growth plan?
Rate yourself between 1 - 5 1 = no Financial Reports 5 = full budget and reporting	Rate yourself between 1 - 5 1 = no detailed revenue plan 5 = revenue plan/budget	Rate yourself between 1 - 5 1 = no risk impact forecast 5 = detailed forecast	Rate yourself between 1 - 5 1 = no resource plan 5 = detailed resource budget
5	6	7	8
 Monopoly Control How is your pricing strategy linked to your competitors and customers expectations?	 Cash Flow Do you have a cash flow forecast and budget in place? Will your current cash flow cover all expenses?	 Recurring Revenue Do you track your customers Life time value and cost of acquisition? Is the ratio correct?	 Customer Service Have you tied customer satisfaction levels to your revenue forecast? What percentage is at risk?
Rate yourself between 1 - 5 1 = no specific strategy 5 = linked pricing strategy	Rate yourself between 1 - 5 1 = no forecast, not sure 5 = forecast with sufficient funds	Rate yourself between 1 - 5 1 = don't track ratios 5 = full ratio reporting	Rate yourself between 1 - 5 1 = don't measure 5 = Revenue linked forecast
If your score is less than 24 you might have some critical focus areas that needs to be improved. You are losing a lot of sales and linked business value at this level. If you scored more than 25 you have great opportunities to take your business and sales to the next level!			
Your total score Problematic = less than 16 Scalable = between 17 - 24 High growth - more than 25			

8 Factors to help you generate more profits while at the same time ensuring that you are building business value and sustainability



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For small businesses, handling business accounting and taxes may be within the capabilities of the business owners, but professional help is usually a good idea.

Knowing the details of your company's profitability, costs, cash flow, and more is critical to staying on top of your finances, and growing your business. Here are five financial questions every small business owner should always be able to answer.

1. How much profit do you really make on your 10 largest customers? Why is this question so important? Because the profit you make on those big customers largely determines the profitability of your business.
2. What is the cost of each product you sell? Many businesses figure their gross profit on a product by only deducting from the selling price the direct costs of manufacture or purchase. Unfortunately this is rarely the true cost of a product.
3. How quickly does your inventory turn over during a year? Inventory that doesn't move out of your warehouse quickly is often misplaced, broken, old, obsolete, or generally unusable. Or the market price drops and you have to mark it down to sell it.
4. How quickly does your business collect its receivables? What is the average day's sales in your current accounts receivable balance (often called DSO)? Collections can get out of hand without you realizing it because you're busy selling more and managing your company's growth.
5. If your business does what you expect it to, when will your cash reach its highest and lowest points of the year, and roughly how much cash will that be?

Business Doctors provides a complimentary revenue diagnostic aimed at helping you better understand the factors impacting on your business. Contact us today or take the survey online to instantly get your Revenue Throughput Score.

Find out more at www.business-doctors.co.za

Or take the free online assessment now at
[Sales Throughput Analysis](#)

Are your Revenue generation processes and team strong enough to deliver on yearly targets?

Find out how to build VALUE and increase PROFITS in your business...

IMPROVE YOUR VALUE AND PROFITABILITY BY UP TO 71%



**REVENUE
Throughput
Analysis**

GET
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BUSINESS LINKED PROFITABILITY CREATION

Benchmark your performance against 33000 businesses in your industry by taking the short survey and discover their secret to creating more sales, profits and value



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Too often executives and small business owners fail to focus enough on cash flow generation. In order to head off this problem, businesses must either be adequately capitalized and must save up cash reserves to meet all obligations as they are needed and to handle downturns and emergencies that may arise.

Cash management becomes even more important during recessionary times when cash is flowing more slowly into the business and creditors are less lenient in extending time to pay. The complexity of a business' books go up with each client and employee, so getting assistance with managing cash and the bookkeeping can allow you to excel when others are calling it quits.

Here are some areas that we can assist with



1) Help you set up your financial management reports tracking overall business profitability.



2) Assist you with developing accurate financial forecasts by incorporating your sales and marketing budget into your revenue forecast



3) help you build and optimize recurring revenue streams through specialized ratio analysis of your LTV and CAC indicators



4) Assist you with increasing the overall value of your business by increasing profitability and managing risk

5) Ensuring that you are able to pass audits by improving your overall financial processes minimizing billing, Tax and low quality financial reporting.

6) setting up the metrics and reporting that will help you track and manage profitability across the business.

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It starts with a formal annual budget, understanding the profitability of each client and the overheads required to generate a great customer experience as well as a sustainable profit margin.

01	Step 1 Complete the Sales Throughput Analysis	We have showed more than 33000 businesses how to improve not only the value of their business but the solution to increasing profitability
02	Step 2 Receive a complimentary consultation	We will share your Revenue Throughput Score and other key insights with you. We focus on showing you real insights in this session
03	Step 3 Book your sales improvement planning session	Discover the value of the profits you have left uncovered and by how much we can help you grow with your Revenue Throughput Dashboard @R900 including consultation
04	Step 4 Receive your personalized sales growth report	We provide you with a customized DIY Revenue growth report detailing how you can increase the value of your business @R1000 including consultation
05	Step 5 Book your Sales Growth Intervention	To help you realize your revenue growth targets by optimizing your financial processes and training we provide bespoke solutions at both group and individual rates

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