

Susan De Robertis

5 Hacks to Improve Your Cash Flow



Susan De Robertis, Cash Flow Expert and Coach, CFO for Hire & Speaker

Susan De Robertis, CEO and owner of SDR Consulting, provides support and brings her expertise in showing you how to create the prosperous life you're meant to live.

She is an Accountant and Business Coach in Westchester, New York and has held the title of Controller and CFO in her former corporate life before creating her own company, SDR Consulting in 1999. Susan knows how to bring it with more than 28 years of financial experience, from start up to established businesses, including exit strategy. Make the Money! Keep the Money! Save the Money! And let it Flow! Susan is 100% committed to your having the success you envision so that you have a clear path to your financial freedom and security.

Let's Get Started!

Making sure you and your company have more money coming in than going out is one of the most important tasks of running and growing a business. It sounds simple, but it keeps most business owners on their toes. And awake at night. The last thing anyone wants is to run out of money!

Whether you're running a successful business or you're just starting out and want to get ahead of the game by learning key ways to maximize your business cash flow, the strategies and tools you'll need to maximize the flow of money into your business are key to your ongoing success.

You can increase cash flow by avoiding these common money mistakes:

1. Overspending during the first few years of business

So many business owners rush out and make purchases, hire employees and get themselves in a hole within 2 years. And in the third year, they fold. Working without a business plan and not knowing how to work that plan is setting yourself up for failure.

2. Overestimating business revenue

Having monthly estimates for business revenue is a good thing. Not reviewing your estimates and comparing them to actual is a bad thing. Filling the income gap is a must for continued success.

3. Not having a budget and reviewing it

A budget may not be a sexy thing but businesses suffer without it. You need to have a budget and know where you are every month in order to make informed decisions and know where you're winning and where you're not. And most importantly, Why.

4. Not staying on top of invoices

Chasing customers to pay you is never any fun. Have clear payment terms so your customers know what's expected of them. And don't be afraid of making that call and asking for the check when it's late.

5. Not having a cash cushion

This is what I refer to as running on empty. You have just enough in your checking or operating account and have no reserves. In business as in life, there will be challenges and there will be opportunities. Being cash poor will keep you where you are, not allowing for any growth. Securing a Line of Credit for your business will allow you to make that decision when it presents itself as an opportunity so that you can say Yes instead of wondering How.

This is just the tip of the iceberg of what's possible for you to increase cash flow, productivity and your joy as a business owner when you work with Susan De Robertis.

Contact Susan today to see how working with her will bring fast results to you and your company.

Contact Info

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