



STC FINANCIAL & BUSINESS CONSULTING



# FINANCIAL >>> EFFICIENCY

You are open for business, now what?

**MONDAY**  
**1 JUNE**



**11AM -12PM**  
ZOOM VIDEO  
CONFERENCE

• Lost my Health insurance coverage: now what?  
**\*LINK ON DESCRIPTION**



**Soledad Tanner**

Founder & CEO  
STC Consulting



**Priscilla Moreno**

The Health Agent  
Independent Health Insurance Agent

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# You are open for business, now what?



**Soledad Tanner - Financial Efficiency: You are open for business, now what?**

**Priscilla Moreno - Lost my Health insurance coverage, now what?**

**June 1, 2020**

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# Business Financial Resilience

1. Ability to maintain spending and living standards during an economic emergency.
2. Capacity to overcome economic crises, loss of money, shortage of resources & turn them into a powerful learning of wealth and progress.
3. To develop the ability to adapt positively to traumatic/unexpected events and to overcome them, turning those situations into a path to wealth.
4. Financially stressful events, Covid-19, recessions, stock market downturns, weather, acts of terrorism.



# What is a recession? How do we start recovering?



1. GDP: Gross Domestic Product: Summary of all goods and services produced in the nation
2. Two consecutive quarters of negative economic growth in the GDP are usually considered a recession.
  1. US GDP 1st Q 2020 shrank 4.8% , 2nd Q will probably shrink by 30% (est.)
3. Most firms suffer during a recession, primarily because demand (and revenue) falls and uncertainty about the future increases.
4. The first pre-requisite for this economic recovery will be a public health solution.
  1. Firmly under control before the economy can resume. Consumers need **confidence**.

# Don't run your business blindfolded!



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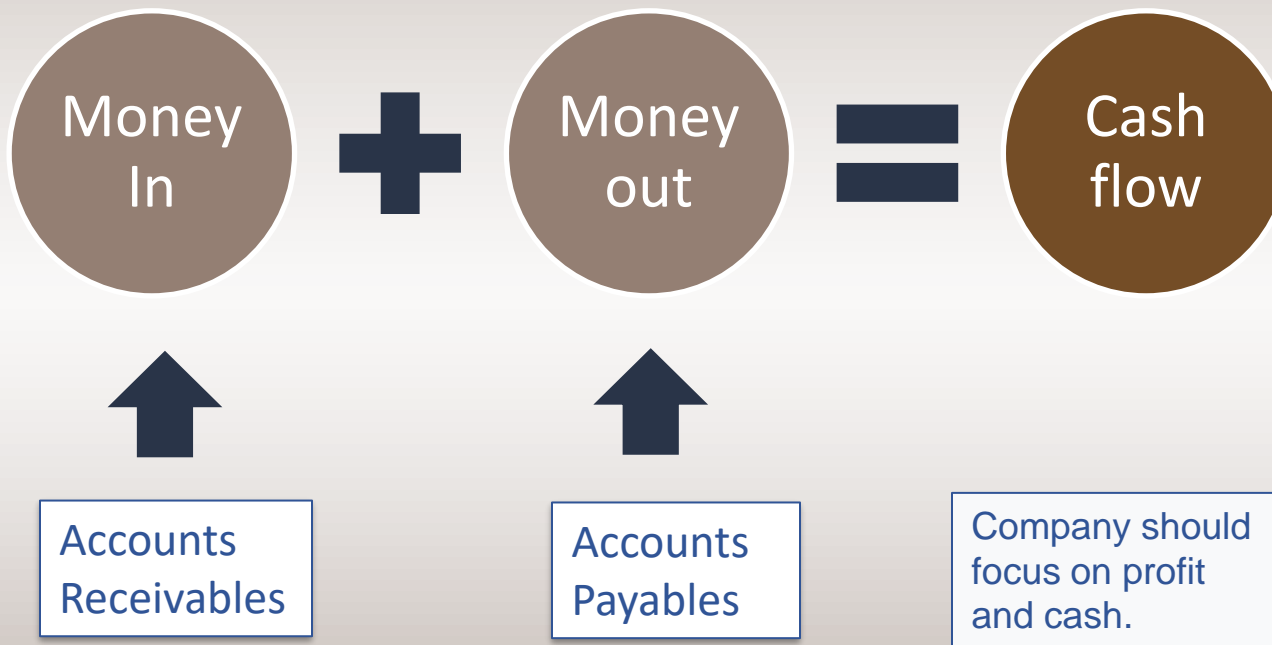
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# Create a Budget & Forecast



Revenue  
(-) Direct Operating expense  
-----  
(=) Gross Profit  
(-) Indirect Expenses  
-----  
(=) Net Income

# Cash Flow: Money In & Out



# Cash Flow: Key points

1. Get Invoices Out Promptly
2. Adjust Your Prices
3. Work on retainer
4. Teach employees to up-sell and cross-sell
5. Control Inventory
6. Expenses
7. Accounts Receivables:
  - Customer credit limits
  - Watch check clearance times
  - Accept credit cards to speed up cash flow
  - Accept electronic payments
  - Shift your receivables to a finance company
  - Get some of your money up front
  - Check credit ratings before the sale
  - Catch credit problems early





# Key KPI's for business decisions



Revenue	\$ 100	
Cost of goods sold	\$ 60	
Gross Profit	\$ 40	40%
Expenses	\$ 30	
Net profit	\$ 10	10%

## KEY PERFORMANCE INDICATORS (KPI'S)

1. Gross Profit Margin:  $\text{Gross Profit} / \text{Revenue}$ 
  - Gross Profit:  $\text{Revenue} - \text{Cost of goods sold}$
2. Net Profit Margin:  $\text{Net Profit} / \text{total revenue}$

# How to recession-proof your business?

## Effective Financial Management: 10 tips

1. Discuss & analyze financial results, monthly.
  1. Increase knowledge of Finance.
  2. Hire professional experts.
2. Protect your cash flow. Emergency fund. Working capital. Emergency loan & PPP.
3. Understand and analyze your financial statements: Profit & Loss, Balance Sheet & Cash flow reports.
  1. Watch the bottom line.
  2. Limit your un-budgeted expenses. Reduce unnecessary expenses.
  3. Understand the relationship between billing and collection.
  4. Understand the frequency of income.



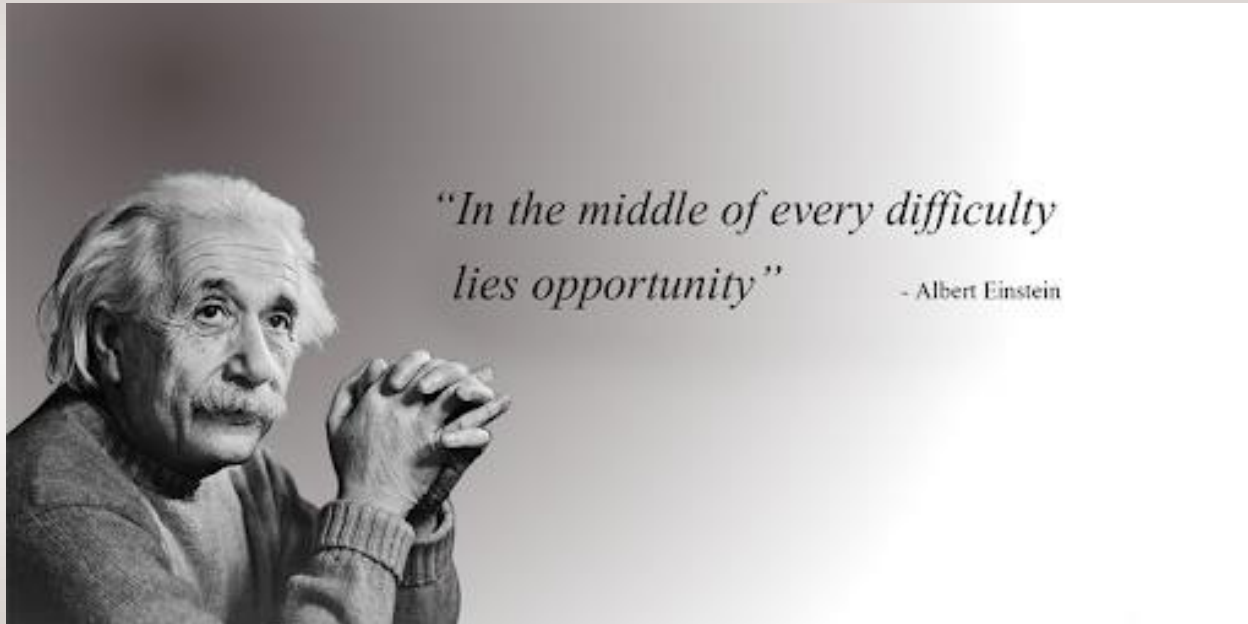
# How to recession-proof your business



## Effective Financial Management: 10 tips

4. High levels of debt make companies vulnerable during a recession. Contact your lenders.
5. Develop multiple Revenue Streams. Profitable products or services.
6. Update your Budget and forecast: Be realistic.
7. Review Management reports: Cash forecasts, Accounts Receivable, Accounts Payable, Sales by customer, Purchases by supplier.
8. Review your inventory management: Inventory report.
9. Review your marketing budget & strategy.
10. Review prices: update packages.

# Turn your challenges into opportunities!



# What actions are you taking now?



**FOR TODAY'S PARTICIPANTS  
30 MINUTES  
COMPLIMENTARY  
CONSULTATION**

## STC Consulting

Business & Financial Management Consulting firm that helps **improve the profit & productivity** of businesses. Solutions are:

1. For Corporations:
  - CFO on demand,
  - Financial speaking & workshops
2. For Business Owners and Start ups:
  - **Financial Management,**
  - Business Consulting,
  - Financial Modeling,
  - Financial Training
  - Bookkeeping Services



# Priscilla Moreno



Lost my Health Insurance coverage,  
now what?

# Thank you! Q&A

Contact Me!

Financial knowledge gives you freedom. Know your numbers!



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