

Current monthly gross cash flow (what comes in)		\$10,000
What comes out?	Stock	\$4,000
	Staff	\$2,500
	Overdeads	\$1,500
	Advertising	\$500
	Misc	\$250
Whats left? (Cash flow nett)		\$1,250

CashFlow360 Plan/Objective		
Additional exps	Marketing	\$1,000
	Advertising	\$500
	Signs	\$500
	Staff	
	Misc, investment??	\$250
	Total additional	\$2,250
	Marginal increase	60%
	Sales increase needed	\$3,750
	Total sales needed	\$13,750

CashFlow360 Strategy	Current sales	Future sales
Sales strategy		
Sales strategy		
Service strategy		
Misc		
Misc		

CashFlow360 Management

Management strategy

Questions

Review times, weekly, monthly.

Gross margin	Average selling price	\$250	\$200	\$500
	Product replacement	\$100	\$100	\$100
	Rep cost %	40%	50%	20%
	Gross margin	60.0%	50.0%	80.0%

Nett margin	Monthly income	\$10,000	\$12,000	\$15,000
	Total expenses	\$1,250	\$2,500	\$3,500
	Nett profit margin	12.50%	20.83%	23.33%

New sales growth strategies