

Workshop Series

Will provide an opportunity for business owners, managers, and employees to:

- Increase knowledge in business finance
- Focus on strategies and ideas that help you work smarter rather than harder
- Enhance your understanding of the business

Special Notes

Individuals enrolling in our seminars are NOT required to be clients of Metcalf Hodges. The goal of our seminars is to equip business owners with the knowledge and skills necessary to improve their business.

We have no desire to infringe upon any existing professional relationships. Our seminars are an enhancement to other existing resources and as such, should not pose a conflict.

Our Guarantee

We are confident our seminars provide value beyond your investment by improving the profitability and value of your business.

If you do not find that value based on the knowledge you take from the seminar, we will refund your fee.

Registration

Please complete and fax back to
360.671.9756
Or email
stephaniea@metcalfhodges.com

Investment options:

- Single session - \$50 per person
- Additional sessions - \$40 per person
- All 5 sessions - \$200 per person

Name(s) _____

Business Name _____

Address _____

Telephone _____

Email _____

Method of Contact _____

I will attend the following sessions:

- September 27 - The Role of Management and Cost Behavior
- October 18 - Gross Margin Analysis
- November 8 - Profit Improvement Strategies
- November 29 - Key Performance Indicators
- December 20 - Managing Cash Flow

11:30-1:30pm - Each session includes a light lunch, materials & action plan to implement what you've learned.



Effective Financial Management

Workshop

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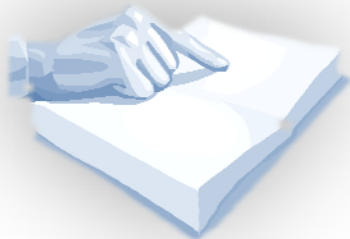
Why bother?

PROFIT OR LOSS – IT'S ALL IN THE BOTTOM LINE.

Isn't it?

Consider the facts

- Studies show that almost 50% of small-to-medium size businesses fail within the first 3 years and 75% close within 5 years
- Most of these businesses shut down because of poor management and poor cash control



How can you balance the operational side of your business with the seemingly complex financial side?

You need someone to explain the numbers, show you what they mean **and** what you need to know about them.

“If you have not had a chance to look at your gross margin to drive your business, you should educate yourself with these courses!

They have been very valuable to my business. Thanks for the great information Metcalf Hodges.”

*Jaime Hernandez,
Owner of
Health & Exercise
Prescriptions, Inc.*

The Effective Financial Management Workshop series

- Explains the figures that are critical for an understanding of how your business is operating
- Explains what these numbers mean and how you can use them to make decisions about the **most profitable way** to run your business

Session Details

Each session is designed to be taken separately

The Role of Management and Cost Behavior

- What should you be monitoring for business survival?
- Do you know what causes your costs to rise and fall?

Gross Margin Analysis

- Do you know what your margins are?
- What do they tell you about your business?
- What can you do to achieve your targets?

Profit Improvement Strategies

- What kinds of strategies can you implement to **effectively** increase profits?

Key Performance Indicators

- How do you monitor business performance?
- Do you have applicable, timely information to make decisions?

Managing Cash Flow

- Do you forecast and plan your cash flow?
- What are the various strategies to increase it?