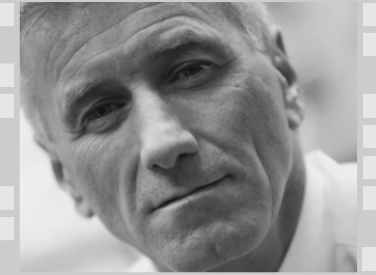


# The Fundamental Basics For Getting the Best From Your Business

# Practical Financial Management



Managing your business' finances needn't be a headache.

The Practical Financial Management workshop is designed specifically to help you manage the challenges you face in managing your business' finances. Such as being able to quickly and easily find out your business' financial position at any given time.

At the name suggests, Practical Financial Management will give you the practical skills and knowledge you need to analyze and interpret the financial performance of your business so you're more in control of your own profitability and success.

Most importantly, you'll learn how to identify emerging problems early on giving you the power to act immediately, before a minor problem becomes a major crisis.

Practical Financial Management is an incredibly powerful session for businesses across a range of sectors including retail, wholesale, manufacturing, and services.

Brought To You By



**EVERS ROBINSON LTD**

ACCOUNTING FOR GROWTH

Phoenix  
1300 E. Missouri, Suite C-100  
Phoenix, AZ 85014  
602.230.9480

Las Vegas  
9525 Hillwood Drive, Suite 160  
Las Vegas, NV 89134  
702.889.1400

*Learn what the numbers actually mean so  
you have the power to make better  
decisions!*

## How to Manage Your Finances With Ease so You'll Always be in Control of Your Business' Success

*Practical Financial Management* is a full-day workshop that takes you through key financial principles like:

- What profit really is, how it's measured, and why it's different from cash flow.
- How you can manage the relationship between risk and return in business.
- 4 straight-forward ways to improve the profitability of your business.
- How to increase your sales revenue.
- How to improve the performance of your business by analyzing costs.
- A case study on a business that nearly went broke by looking at the wrong measure of performance...and how the owner increased profitability by 404% in just 1 year.
- How to measure and control your working capital and ensure that it's consistent with your overall business strategy.
- How to grow your business so you simultaneously increase profit and cash flow.

Knowledge really is power. If you have the knowledge on how your business is performing, you'll have the power to control your results.

*Practical Financial Management* will help put you in a position to make better decisions so you're on track to build real long-term positive effects for your business.



***When you know how your business is performing, you'll have the power to control the results you get.***

## Find Out How

**YES!** I'd like to learn more about how *Practical Financial Management* can help me create an extraordinary business. My details are:

Name: \_\_\_\_\_

Business: \_\_\_\_\_

Mailing address: \_\_\_\_\_  
\_\_\_\_\_

Phone number: \_\_\_\_\_

**YES!** Please send me my BONUS free copy of *How to Improve the Profitability of Your Business*.

**Please complete and fax back to us on the number overleaf.**

*You're already good at what you do, but even world-class athletes need a coach to stay on top. Talk to us today and learn how we can help you unlock your profit potential and make your goals a reality.*

## About Our Consulting Services

We're not your average advisory firm. Far from it.

Our membership in the Principa Alliance means you have access to the collective knowledge and expertise of an international network made up of hundreds of professionals who specialize in consulting to small and medium-sized businesses, just like yours.

Add that to our experience, support and guidance, and you can be confident you'll have all the help you need to make your business truly extraordinary.