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## Concerned About Cash Flow?

Operating a business in today's uncertain economic environment gets more challenging with each passing day. No matter what industry, Business Owners and High Level Managers are dealing with a similar issue: the lack of cash flow.

(To clarify, Wikipedia's Definition of the term is as follows: refers to the movement of cash into or out of a business, or project, or financial product. It is usually measured during a specified, finite period of time.)

Many believe the main reason for their cash flow problems stem from a decrease in sales. From this Virtual CFO's perspective, a decrease in sales is only one part of the overall problem.

What many fail to realize is that every decision Business Owners and Executive Management make on a daily basis impact the mighty cash flow. Decisions such as:

- Negotiating compensation packages
- Investment in marketing programs
- Renting versus Buying your building
- Benefits programs

Educating your team on how their decisions impact the company's bottom line is critical to ongoing success. You may consider adding this discussion as a regular discussion point during monthly management meetings.

Additionally, discussing your financial issues with your CFO is an equally important ingredient in success. Gone are the days of CFO's playing the traditional role of CPA or Controller. Instead, company's need a CFO that has a broader skill set which includes:

- Financial Analysis
- The ability to Raise Capital
- A focus on Growing the Business

Today's CFO must have flexibility and be responsive to the market. Finally, despite high emotions, the CFO must maintain calm and focus.

Open conversation and awareness are as equally important as reviewing sales numbers when determining solutions to cash flow issues.

FinancialFutureCFO.com welcomes the opportunity to be a resource to you. We want to help you with your cash flow issues and build your company for the future.