

## Quick Cash Flow Strategies for Tradies

1. Put rates up
2. Test & Measuring System - for everything
3. Improve Conversion, Use Phone Scripts – Incoming and Sales
4. Increase mark up on materials
5. Add on Sales – Cross sell & Up sell with other services or products
6. Email campaign to existing client database with phone follow up
7. Cold Phone Calls – Use script
8. Extend Supplier Credit – or any other creditors (eg. Tesltra, electricity, ATO)
9. Collect deposits or increase current
10. Use Debt Collection Agency for old debts
11. Offer Certegy etc for people without the cash to pay
12. Package offers – popular product or service with less popular one
13. Product Range add on sales – limited campaign (eg. this week only)
14. Get all customer invoicing up to date and chase payment
15. Increase stock turnover – stock rationalisation (slow stock out, eg. Special offer on old stock items)
16. Review subscriptions such as hosting, email marketing etc and look for better deal
17. Sell excess assets or old stock items for cash or return for supplier credits
18. Follow up all old quotes – “book or burn”
19. Offer Sales Team Incentives to boost sales activity
20. Split level Pricing – offer 2 or 3 options at each quote

Referrals – ask for a referral after every sale