

Welcome to Day 2 Let's Talk Numbers with



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Class Rules

- I enjoy helping people and I want you to get the most out of our time
- Interactive Class with ONE hour-ISH of planned material
- No way I can know what you would like to know, so let me know
- Stop me at any time for any question
- We are all here to learn at least one thing
- If you have a question from yesterday, let's start with that

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Day 1 Recap

- Differences between CPA and CFO
- Managerial Accounting
- Creating READABLE financial statements
- How to read financials
- How to utilize our Best Practices Group to maximize your business
- How to manage fixed costs vs variable costs

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Today's Fun Fest

- Proforma aka What-If Analyses
- Breakeven analysis
- How to use a Call Matrix
- How to evaluate capacity gaps
- How to establish sales budgets
- How to set daily and weekly KPI's for you business
- Anything else you want to discuss

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Let's visit your friend - Excel

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Thank you and please fill out your survey for Tow Times

Bert King King Consulting bert@kingconsulting.group 337-278-3732

Best Practices Group	In-depth Monthly Analysis	CFO Consultant Projects
Meet 3 times per year	Complete FS Analysis ea month	Any financial project available
Financial Analysis	FS submitted in Excel form monthly	You establish project goals
Goal Setting	Financials evaluated for readability	You establish project parameters
Progress Follow-ups	Full report identifying critical areas	You furnish necessary Excel data
On-site Company Evaluation	6 Additional hours of project time	\$2,500 deposit for 10 hours
\$1,500 per session, plus travel	\$1,300 per month, 12-month commit	Unused hours refunded @ \$250/hr
		Site visit pricing upon request

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