

## Business conditions are unbelievably good

**All business indicators are as positive as you could hope to see.**

Inflation is low, wages growth is low, unemployment rates are low, there is sound economic growth, the trade situation has dramatically improved over the year and business confidence is high.

The latest results from our Canary in the Coalmine survey of our 55,000+ client base produced the highest result ever for business confidence and the intention of our business clients to plan for growth.

The only shadow is the historically high level of household debt. Whilst this is a concern, house prices in the major cities are flattening out and interest rates look like they will not be going up for at least a further 12 months.

As a business operator, your biggest problem is probably the intense level of competition you face, which is forcing you to keep prices low.

**CASHFLOW** will provide you with simple, easy to understand tips to improve your business cash flow. Read it and pass it on to a colleague.



## OUT WITH THE OLD AND IN WITH THE NEW.

**The old way of doing business was to send quotes by post and then send an invoice by post and then send several statements by post.**

Only the elderly now rely on post and the chances are that they are not your customers.

The new way is to utilize email and SMS.

The new way is to also send at most just one statement.

Sending monthly statements sends the message to your customers that you are not serious in collecting the money they owe.

When setting up a new customer, always get their email and mobile phone number and communicate with them in the most direct and instantaneous way possible.



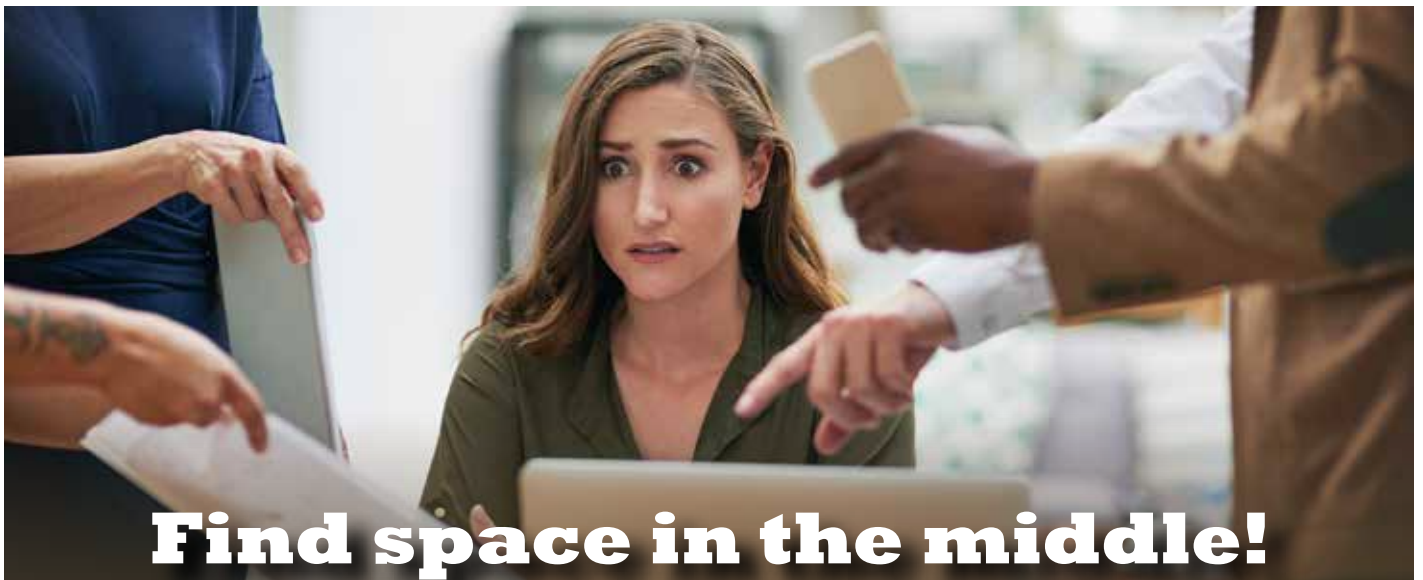


# Warning Signs!

## What are the warning signs that your customer is either having financial problems or does not intend to pay you?

- They are complaining about your product or service when there is no real basis for a complaint.
- They don't respond to emails and return phone calls.
- You are met with requests to extend the payment period but the new agreed payment date is not adhered to.
- Payment is being made in odd amounts and at odd times.
- Your customer always seems to be waiting on a big customer of his to pay him.
- You get the impression that your customer has taken his business elsewhere whilst at the same time no effort is being made to reduce your debt.
- Your debtor is evasive on the phone.
- Cheques are bouncing.

**If the warning signs are there, act on them and pass the debt over to Prushka before it is too late.**



## Find space in the middle!

### Running a business involves juggling many different pressures.

You need to pay your suppliers less whilst you need to charge your customers more.

Your staff will invariably want to be paid more than you are able to pay them.

Your landlord will want more rent than you can justify.

You want your customers to pay you quickly whereas it is best for you if you can defer payment to your suppliers.

Successful businesses balance out these competing pressures whereas unsuccessful ones don't and ultimately fail.

You can easily obtain extended trading terms from your suppliers by simply asking for them and if they do not agree, look around for another supplier.

Before you place an order for a one-off product or service, negotiate extended trading terms as part of the deal.

# GET GOOD NEW CUSTOMER INFORMATION – FREE FORMS FROM PRUSHKA

When you are advancing credit to a customer or client, you are in the same position effectively as a bank making a loan to a customer. That is, you will be owed money.

Every business should use well thought out, easy to use New Customer Credit Application Forms.

Utilizing our 41 years of debt collection experience, we have developed and refined forms for every type of business. They are in Word, so may be downloaded and amended to suit your business.

In line with current practice, our forms include email addresses, mobile numbers and dates of birth.

The information you will obtain

will be invaluable in checking credit worthiness of your new customers and in providing us with information which will help us to collect the debt, in the event that the customer goes into default.

To obtain your free Form, click here [https://www.prushka.com.au/forms/req\\_forms\\_CreditApplication.cfm](https://www.prushka.com.au/forms/req_forms_CreditApplication.cfm) and then click on the applicable business type. Alternatively, call the Prushka Client Services Team on 1800 641 617 or email [info@prushka.com.au](mailto:info@prushka.com.au)

## SMALL DEBTS!

Never, ever write off small debts. Prushka collect debts from as low as \$50.00.

As our service is totally **NO RECOVERY – NO CHARGE**, you have nothing to lose, so send them all into Prushka, so send them all into Prushka.



## GET YOUR DEFAULTING CUSTOMER TO PAY YOUR DEBT COLLECTION COSTS

It will cost you nothing to change your processes so that your bad payers become liable for payment of your collection costs.

We can show you how to do it and there is no charge for this service. Go to [https://www.prushka.com.au/pdf\\_files/P%200180.pdf](https://www.prushka.com.au/pdf_files/P%200180.pdf)

To obtain full information call our friendly Client Services Team on 1800 641 617 or email [info@prushka.com.au](mailto:info@prushka.com.au)



# Simple, effective tips which are guaranteed to improve your **CASHFLOW!**

## **SPEED YOUR COLLECTIONS...AND PAY NO COMMISSION.**

Use of the Prushka Online Self Send Demand Letters puts you in control.

Send polite but firm Prushka Demand Letters to your overdue customers. Proven recovery rate of over 60% if sent no later than 30 days beyond the payment date.

All you pay is the cost of the letters. No commission is payable.



## **YOUR FIRST CALL.**

In this email and SMS age, many people do not feel comfortable making phone calls any more.

However, calling your overdue customers is critical. You will find out if there is a dispute or if they are unhappy with your service.

If they are unable to pay, that is the time to set up an installment arrangement.

Statements can be thrown in the bin, emails can be ignored but no one can ignore a phone call.

## **CHECK YOUR INVOICE.**

Make sure that your invoice clearly details all payment options.

Highlight the option which suits you best, which will normally be payment by EFT. Make sure that this option really stands out and use large, bold print for all of the bank account particulars.

**PRUSHKA**  
FAST DEBT RECOVERY  
NO RECOVERY - NO CHARGE

**Commission rates from as low as 11%... And that is all you pay. Across Australia.**

Free call 1800 641 617 or email [info@prushka.com.au](mailto:info@prushka.com.au)