

# FEMELA.

## The Money Academy 3 moves that can optimize All-Around Your Business

*Osnat Peled - July 2017*

It's midsummer already and Iulia was looking at her cash flows and looked at me with a very disappointed expression "The numbers are OK, but much lower than I was expecting... I was hoping to be in a better situation by now and planned to apply for a small credit line to buy a new car for my business, but it seems that until my largest client will pay the invoice I will not be able to approach the bank. I don't understand why I am working so hard and the results are not that amazing..." Iulia's description was very touching. Sometimes we felt like we are kids again and we expect fair "return" as if a hard work will bring the correct results, but I knew exactly how she felt because every entrepreneur (including myself) feels from time to time the work is "unfair", we work very hard and the results are not always equivalent to what we give.

Exactly in this "dramatic" point, I suggested Iulia to take a mutual look at her cash flow and see how we can optimize together the performance of her business; it seems July is the best timing for that! We can take some concrete steps and apply it in the business to see if it's working or not and we have limited our secret plan to 5 moves.

### **Move # 1 – Increase your profit margin**

The pricing you offer to your client is a reasonable one to leave you also with a profit?

The lack of actual profit is one of the leading reasons for the low motivation of each entrepreneur. That's your time to re-check the whole pricing and costs of your services & products, and create a plan to increase your profit. By now you can see that the profit is connected directly to your costs as well, are you sure your costs are optimized?

### **Move # 2 – Focus on the MORE (instead of the LESS)**

Instead of focusing on less costs, focus on MORE incomes! I often meet entrepreneurs who spend a lot of their time in reducing costs and save money. This is correct and important, but assuming you did that already...now it is better to focus on increasing your incomes!

Actually, this is one of the most important elements in order to achieve lifetime profusion. This is your time to see how you enter to new niches, increase your services portfolio or put your hands on a new & desired client. Doing that, will leave you no time to plan how to reduce your costs...?

### **Move # 3 – Work with what you have!**

You need a bigger office, you need a personal assistant, you need a media budget, you need to lose weight...the "I need and I don't have" list is endless! Reset your mind to a solution focused mindset and watch the miracles starting to happen. In our case - If Iulia can't apply now to the bank but still needs a new car; she must find a way to work with what she has, in her case – a big client with a debt. A quick check will reveal banks have great products for this situation (Factoring!). Giving up would have never led her to any solution...

Now imagine the world out there is full with solutions and secret moves which can optimize your company all around. It is true, all the solutions are there! Your task is to find the path and discover them.

***Want to learn more? Follow our summer activities in –Business Women Forum Romania - [www.bwfr.org](http://www.bwfr.org) - In collaboration with Femeia!***

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