



Cash FlowMike

Off the Shelf Presentations

Mike Milan Trainer / Consultant

I hate it when businesses fail

...so I decided to do something about it

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01.

Did you know that every three months, approximately 200k businesses fail, 82% of them had a cash flow problem and worse, 70,000 businesses failed while they thought they were making money?

02.

That's where financial training comes in. I build powerful in-person and on-demand training programs to help every business stay in business. I am on a mission to empower every business owner to conquer their cash flow.

03.

My name is Mike Milan, aka "Cash Flow Mike," a proven executive, whose training course will help modernize business decision making by linking business goals to key cash metrics. My style uses hard-hitting practical content, relatable storytelling and infectious energy. I have been hired by Fortune 500 companies and start-ups alike to transform their workforce with breakthrough new ideas to maximize cash flow. I'm an expert in cash flow and financial management and my engaging presentation will provide business owners with tools they can immediately implement to make a difference in their company.

04.

To make it easy, I've created 4 packages centered around driving meaningful behavior change by creating sophistication and awareness around business financial management.



Speaking Topics Include:



Cash Flow



Financial Management



Sales



Entrepreneurship



I can also customize a topic that meets your needs!

Mike Milan

"Cash Flow Mike"

Mike is one of the highest-rated instructors at the nation's most prestigious banking schools and small business development agencies on the topic of financial management for small business owners. He has built or helped build multiple companies from the ground up by transforming ideas into multi-million-dollar enterprises. In the last 6 years he has trained bankers, accountants, and business owners on the art of managing cashing in a business. This experience has had a positive impact thousands of business owners and their advisers.





Speed of Cash

Description:

65% of businesses blame financial mismanagement for failure. The Small Business Administration says more than half a million businesses close each year – that's 57 business closures every hour, around the clock. What's more, companies can be profitable and yet be unable to pay their bills. What if we could be saving 300,000 business every year? Could it really be as easy as one magic number?

In this session we'll look at:

- The fundamental failures in financial mismanagement – why they happen and how a smart accounting pro can spot them coming and avoid catastrophe
- The working capital cycle – avoid the trappings of accrual accounting
- Increasing the speed of cash – what levers can a business owner pull to move cash through the business faster?
- Using the magic number to keep your clients in business – without magical thinking
- An innovative tool that keeps an eye on cash flow so you and your clients avoid surprises, & seize opportunity.



7 Minute Conversation

Description:

Learn how to add power to your financial analysis. We'll discuss a technique that will help you look at the financial health of any business in minutes. No one wants to devote the hours it used to take to understand their businesses financial metrics. But everyone can benefit from seeing their business through the eyes of the financials, a few minutes per month. We'll show you a few critical items you can discuss with your team to set them on the path to more cash in your business. After one conversation, any small business owner will have a better understanding of their true financial position.

In this session we'll look at:

- Identify the most critical measurements of profitability in a small business
- Learn how to have a quick, but meaningful conversation about the numbers
- Introduce a quick analysis technique to your team in one simple step
- Set them up for success in making more money or getting a financing request approved



Single Topic

- 1-1.5 hours
- Two most popular presentations are The Speed of Cash & The 7 Minute Conversation
- Optional: Material printed for additional cost + shipping

Speaking fee, plus travel

01.



Cash Secrets Of The Pros

Description:

No matter how you slice it, a company needs cash to survive. It like air is to a human. Cash is an essential basic element. Most small business owners know this, but still end up focusing on the income statement to determine their success. Yes, sales and profit are important, but cash is critical. This lesson focuses on three phases of business and evaluating the cash needs around each. Here are the basic objectives you will learn. Be sure to download the resources to follow along with the lesson.

In this session we'll look at:

- Understand the basic difference between profit and cash. Paper profits do not always equate to cash in the bank.
- Learn the 4 ways to make more money in a company. Yep, there are only 4.
- Discuss the 4 most common ways business owners finance their company to get up and running or fuel growth plans.
- Learn the most missed step in forecasting growth - the impact to the balance sheet. You will learn to forecast the balance sheet in order to determine future funding needs.
- A technique to find hidden cash opportunities within the company using the Financial Impact Worksheet and the Cash Impact Map.



10 Ways To Supercharge Cash Flow

Description:

There is a new kind of adviser in the world. The one who connects with their clients with more than just numbers. They really care about the personal, professional, and financial well being of others. If this is you, then you are today's adviser. This course goes beyond the ordinary list of usual suspects in solving cash flow issues and exposes a unique way to see your business through the eyes of the financials. Learn 10 ways to improve cash flow with real actionable advice on how to execute with your clients.

In this session we'll look at:

1. Identify 10 places to look for cash flow problems and how to get more out of your business.
2. Calculate how much cash is leaking from your business using a "Find Hidden Cash In Your Business" Strategy.
3. Learn a method of communicating financial issues with your clients that strengthen your position as a "necessary adviser" to their business.



Single Topic

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- Optional: Material printed for additional cost + shipping

Speaking fee, plus travel

01.

Closer Look at Concept Focus

(1/2 Day Seminar)

8



Just the Facts

Description:

Are you ready to start looking at your business as a cash machine? It's all about product, people, and process, but more importantly, you have to generate cash to stay in business. In this session you will learn the key components of cash flow and how to control them. Take a critical look at the actions you can take to improve the money you have, the signals to look for, and how to tell if its working.



In this session we'll look at:

- The fundamental failures in financial mismanagement – why they happen and how a smart accounting pro can spot them coming and avoid catastrophe
- The working capital cycle – avoid the trappings of accrual accounting
- Increasing the speed of cash – what levers can a business owner pull to move cash through the business faster?
- Using the magic number to keep your clients in business – without magical thinking
- An innovative tool that keeps an eye on cash flow, so you and your clients avoid surprises, seize opportunity
- Identify the most critical measurements of profitability in a small business
- Learn how to have a quick, but meaningful conversation about the numbers
- Introduce a quick analysis technique to your team in one simple step
- Set them up for success in making more money or getting a financing request approved



Concept Focus

- 4 hours, a Half Day Seminar
- Two most popular are Just the Facts and Succession Planning Workshop
- Optional: Material printed for additional cost + shipping

Speaking fee, plus travel

02.

Closer Look at Comprehensive

(1 Day Seminar)

10



The Successful Business Owner

Description:

Are you ready to start looking at your business as a cash machine. It's all about product, people, and process, but more importantly, you must generate cash to stay in business. In this session you will learn the key components of cash flow and how to control them. Take a critical look at the actions you can take to improve the money you have, the signals to look for, and how to tell if its working.

In this session we'll look at:

- **Build Transferable Value**
 - Create Focus Around the 5 P's of Profitability
 - Understand Market vs. Margin
 - Discover Your Business Personality Profile
 - Navigate Successful Communication Style
- **Evolution of Running a Business**
 - Business Life Cycle
 - When Companies Hit the Wall
 - Working On Your Business
 - Leveraging a Network of Trusted Advisors
- **Managing Your Company by Metrics**
 - Initial Financial Indicators
 - Mis-Financing
 - Trend Analysis
 - Expense Control
- **Benchmarking Your Business**
 - Analysis of Financial Statements
 - Ratio Analysis
 - Financial Impact
 - Financial Cause and Effect
- **Strategies for Growth**
 - Proper Debt Structure
 - Calculating the Working Capital Cycle
 - Predicting Your Financial Gap
- **Valuing Your Company**
 - Valuation Methods
 - Increasing Your Company's Value
 - Preparing for Sale
 - Strategic versus Financial Buyers



Comprehensive

- 8 hours, a 1 Day Seminar
- Most popular presentation is The Successful Business Owner
- Material printed for additional cost + shipping

Speaking fee, plus travel

03.

The Clear Path To Cash

(2 Day Seminar)

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Clear **PATH** To Cash

More Money, More Time, Better Business

Description:

This interactive course will jumpstart any new business owner and re-ignite any seasoned veteran. This is a collection of 8 different topics usually covered in the best entrepreneurial MBA programs in the country. It focuses on the lifecycle of the company from developing your brand, to financing your dream, to running your operation profitably, to techniques on a successful exit. Every lesson has a story to help drive home the point and make it easy to understand. All it takes is a willingness to learn and put into practice.

In this session we'll look at:

- **Start With The End In Mind**
 - Define value proposition
 - Competitive advantage
 - Measurement of a strong personal brand
 - Building Transferable Value
- **The Home Run Financial System**
 - 5 Types of business
 - Business entities
 - Dealing with personalities
 - Understanding the business lifecycle
 - The 7 Minute Financial Conversation
- **Mining Your Business For Hidden Cash**
 - Ratio analysis
 - Initial financial indicators
 - Financial impact
 - Financial cause and effect
 - Problem and solution identification
- **The Simple Valuation Formula**
 - Asset approach
 - Earnings approach
- **Forecasting By The Numbers**
 - One- year financial plan
 - Pro forma income statement
 - Pro forma cash budget
 - Balance sheet forecasting
 - Comprehensive cash flow
- **How To Deal With Your Banker**
 - Properly financing growing companies
 - The 5 C's of Credit
 - Sustainable growth
- **The Fast Money Formula**
 - Cash budget and profit sharing
 - Seasonal financing needs
 - Understanding different types of cash flow
 - Structuring debt
- **The Deliberate Exit Plan**
 - Succession Planning Basics
 - Determining the best course of action
 - Building a lifestyle friendly business



Forward Thinking

- 16 hours, a 2 Day Seminar
- Most popular presentation is The Clear Path To Cash
- Material printed for additional cost + shipping

Speaking fee, plus travel

04.

Material Options Per Event

Per Person

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Single Topic

- Printed version of Slide Deck so the participant can follow along.

01.

\$5 p/p, plus shipping



Concept Focus

- Printed version of Slide Deck so the participant can follow along.

02.

\$5 p/p, plus shipping



Comprehensive

- Spiral bound workbook designed to give the participant an interactive experience with the material

03.

\$29 p/p, plus shipping



Forward Thinking

- Spiral bound workbook designed to give the participant an interactive experience with the material

04.

\$39 p/p, plus shipping

Books by Mike Milan

**Don't Be A D.U.M.B.
Business Owner**

Paperback= \$11 each +
shipping

**The 7 Minute
Conversation**

Paperback = \$9 each +
shipping

Optional

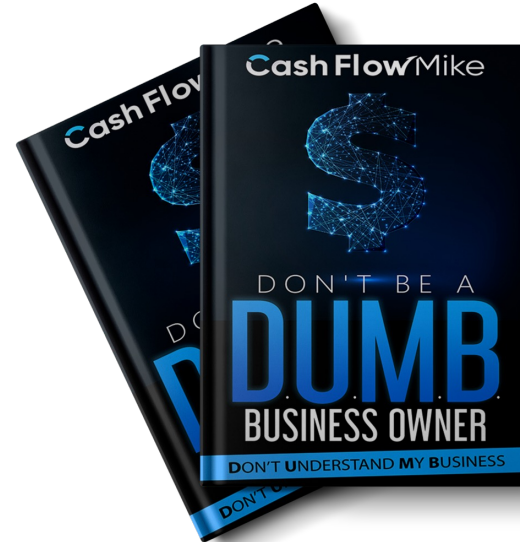
Book Options

Details

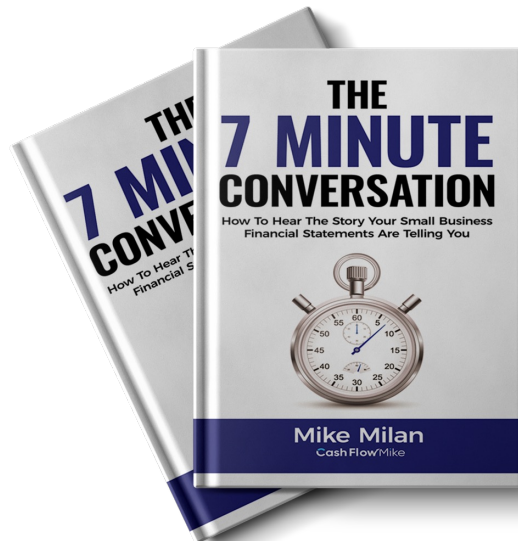
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These workbooks are a great compliment to any live or virtual training seminar. Each page follows along with Cash Flow Mike's presentation but is designed to encourage participant interaction. They also make for a great resource for implementing the concepts in your own company. Just use the blank worksheets on your own financial statements!



The book is great for business owners and their advisers, who are trying to solve cash flow problems, secure bank financing or looking to increase the value of their company. Mike Milan explains the concept of D.U.M.B. (Don't Understand My Business) business owners which means that flying by the seat of your pants, isn't the way to build a lifestyle friendly business that creates wealth for the owner.



The 7 Minute Conversation, follows the Clear Path To Cash, an 8-lesson guide on how to maximize cash in any given business situation. The template is great for small business owners and their advisers, who are trying to solve cash flow problems, secure bank financing or looking to increase the value of their company. This book will arm new and seasoned business owners with the tools to better understand their business and avoid being D.U.M.B.

Want to Build Your Own Course Outline?

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We will work with you to make your own seminar that fits your needs. Here are some example “A La Carte” topics to choose from:



Valuation

- Asset approach
- Earnings approach



Understanding the Client

- 5 Types of business
- Business entities
- Dealing with personalities
- Understanding the business lifecycle
- Transition complexities
- Transition profile identifiers
- Internal & external exits
- Estate planning considerations



C&I Lending

- Case study
- Ratio analysis
- Initial financial indicators
- Financial impact
- Financial cause and effect
- Problem and solution identification
- Working capital cycle



Financial Budget and Cash Plan

- Case study
- One- year financial plan
- Pro forma income statement
- Pro forma cash budget
- Sources and uses of cash
- Comprehensive cash flow



Financing Growing Companies

- Balance sheet forecasting
- Properly financing growing companies
- Financing patterns and structuring debt
- Sustainable growth



Cash Flow

- Cash budget and profit sharing
- Seasonal financing needs
- Understanding different types of cash flow
- Structuring debt



Relationship Selling

- Why people buy products
- Selling style profile
- Sales effectiveness triangle
- Matching products and services to the business lifecycle
- Creating systematic sales processes
- 3 objectives to a sales call
- Effective prospect calls
- Pre-call planning



Putting the Tools to Use

- Relationship banking credo
- Know thyself and what I bring to the table
- Know thy customer
- Add value to the relationship through selling



Developing a Personal Brand

- Define value proposition
- Competitive advantage
- Holistic banker
- Measurement of a strong personal brand



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