

## YOUR CASH FLOW



# HOW SMART BUSINESS PEOPLE WILL DOUBLE THEIR CASH THROUGH 2019

A Presentation by GENE MARKS

**“We run businesses. We have responsibilities. People rely on us. Our employees. Our customers. Our suppliers. Our partners. Our families. It is not our job to just make payroll. In fact if you’re concerned about making next week’s payroll, this presentation isn’t for you,”** says Gene Marks, whose Washington Post, Forbes, INC. Magazine and Huffington Post columns on management are read weekly by hundreds of thousands of small and medium sized business owners across the country.

**During this 45–60 minute presentation, Gene will cover the latest trends, techniques and tactics used by smart business owners and managers to maximize their cash flow including:**

- Key internal and external metrics;
- Which financial statement benchmarks and reports work the best;
- The latest options for raising cash through crowd funding, grants, micro-loans and other financing sources;
- Techniques for creating budgets and forecasts;
- How smart managers manage payables and receivables to make the best use of their cash float;
- The latest technologies, websites, tools and services for cash management;
- Thoughts and best practices for increasing open accounts receivable collection and customer management.

During this fast paced session, Gene Marks will make you laugh and keep you on your toes with dozens of the latest methods, ideas and thoughts for reducing expenses and building profits....in essence: generating more cash for your business. You will learn cost effective ways for squeezing more profits, boosting your bottom line and keeping a few more customers happy.

“This is why we make BIG bucks, right?” says Gene. “We’re supposed to be navigating the ship, looking ahead, watching the horizon for potential storm clouds and reacting appropriately to ensure that we stay on course.”

As business people, we definitely believe in cash. How to make it now and what we need to be doing to continue making it in the future. So join Gene and learn a few of the latest ideas.

Gene’s presentations help business owners & managers look ahead, making sure they are educated on critical issues affecting their industries.

Book Gene for your keynote or breakout session



CALL CARYN TODAY  
(610) 675-7648

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See Gene in Action [www.GeneMarks.com](http://www.GeneMarks.com)



# GENE MARKS

Gene Marks is a columnist, author, and small business owner.

**The Washington Post** **Forbes Inc.** **FOX BUSINESS**  
**THE HUFFINGTON POST** **Entrepreneur.com** **msnbc**

Gene writes every day on business, politics and public policy for the Washington Post and weekly for Forbes, Inc. Magazine, Entrepreneur and the Huffington Post.

Gene has written 5 books on business management, specifically geared towards small and medium sized companies. His most recent is The Manufacturer's Book of Lists.

Nationally, Gene frequently appears on Fox News, MSNBC and CNBC discussing matters affecting the business community.

Through his keynotes and breakout sessions, Gene helps business owners, executives and managers understand the political, economic and technological trends that will affect their companies so they can make profitable decisions.

Gene owns and operates the Marks Group PC, a highly successful ten-person firm that provides technology and consulting services to small and medium sized businesses.

Prior to starting the Marks Group PC Gene, a Certified Public Accountant, spent nine years in the entrepreneurial services arm of the international consulting firm KPMG in Philadelphia where he was a Senior Manager.

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"Dear Caryn, We are still working on finalizing the conference evaluations but I can tell you that Gene was a huge hit. I commented "what a way to close the conference." I will definitely be back in touch with you with some of their comments. Can you send me a list of topics and titles of presentations that Gene gives? I am looking at other opportunities. It has been such a pleasure to work with both of you.

—Lynn Smith, Manager of Meetings & Exhibitions  
American Foundry Society

Caryn, Gene was awesome and we are so glad to have had him. I have pages of notes myself!

—Michelle Yungblut, VP of Training & Certification  
Electronic Security Association

Thank you Gene — you hit a home run for us again this year!

—Patrick Shay, Director  
National Shooting Sports Foundation

If you would like additional testimonials, please email [caryn@marksgroup.net](mailto:caryn@marksgroup.net)