



HOW CAN I INCREASE MY CASH FLOW THIS YEAR?

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, CPA, columnist, and author of God We Trust, Everyone Else Pays Cash and The Small Business Book of Lists.

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



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See Gene in Action www.GeneMarks.com



GENE MARKS

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

The Guardian Forbes Inc. Entrepreneur.com FOX BUSINESS

The New York Times The Washington Post

A past columnist for both The New York Times and The Washington Post, Gene now writes regularly for The Philadelphia Inquirer, The Guardian, Forbes, Inc. Magazine, Entrepreneur Magazine and Fox Business.

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 appears regularly on MSNBC and Fox News as well as The John Batchelor Show and SiriusXM's Wharton Business Channel where he talks about the financial, economic and technology issues that affect business leaders today.

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 and—most importantly—the actions they can take to continue to grow and profit.

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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Gene was a huge hit. I commented "what a way to close the conference."

Lynn Smith, Manager of Meetings, The American Foundry Society (AFS)

Our group enjoyed Gene—his was the highest rated presentation at PEMA's Annual Meeting.

Susan A. Denston, QAS, Executive Director, Process Equipment Manufacturers' Association

Our group thoroughly enjoyed Gene's presentation. He was the perfect combination of wit, humor and breadth of topic—and he executed it with great balance.

Andrea Schnelten, MSW Director, Meetings & Membership, Farm Equipment Manufacturers Assoc.

Gene, hands down one of my favorite things last week at the WWEMA conference was your presentation. When you get a chance can you forward your presentation to me.

Rich Cavagnaro, President & CEO, AdEdge Water Technologies/Water & Wastewater Equipment Manufacturer's Association

