

"Cash In Big During The Slow Sales Period!"

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By A.T.Rendon

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EVERYONE is experiencing slow sales right now.

Considering all of the world events that have hit America during the last two months, we are lucky it is not much worse.

America is at war. This makes for an uncertain economic environment no matter in what part of the world you might happen to live.

But that should not keep us from moving ahead while doing everything we can to improve, expand and increase our sales.

Here are a few KEY tips to "Cash In Big" right now:

1. Have A Sale.

Just dropping your price is not always the answer. Review your sales records and see what is NOT selling for you right now. Then drop the price and let ALL of your customers know about it.

Set a time limit to make it important to act now.

2. Re-Package Your Produce or Service.

Take those slow moving items and give them new life. Re-Package your product or service to give your

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customers more value for their money. We have had excellent results by bundling multiple ad exposures and dropping our per ad cost to less than half.

Yet our average per customer sale is about \$100.00

You can maintain a good rate of return at a good average per customer while the customer buys a product or service at greatly reduced prices.

Everybody wins!

3. Add A Bonus.

Everyone loves to get more than they expected. Give your customer a pleasant surprise by giving them something totally unexpected.

You can also use this technique by telling the customer, BEFORE the purchase, exactly what extras they can expect.

The bonus can either close the sale for you or provide your customer with such a positive experience that they plan to make future buys.

Take America Online as an example.

They recently released version 7.0 of their famous software disk that allows you to log onto their service for a full 1000 hours and/or up to 45 days. They just keep making it so tempting that you have to try it.

BTW, there are NOT many FREE offers left online when it comes to Internet Access. We did compile a list of all the FREE Internet Access Providers we could find. Access it for FREE by sending an email: <mailto:fiap@emailexchange.org>

Use any of these proven techniques as best fits your individual situation and expect to INCREASE your cash flow.

A.T.Rendon is an entrepreneur and published writer. Subscribe to FREE Business Classifieds Newsletter & receive FREE online access to our PasswordProtected "FREE Submit To Over 2.7

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Achieving Cash Flow Management Through Accounts Receivable Factoring

By Henry Byers

Accounts receivable factoring is another mode of receivables management and working capital funding to eventually increase the cash flow. Accounts receivable factoring involves buying and selling of accounts receivables in order to obtain immediate cash or working capital.

Accounts receivable factoring helps in acquiring cash for the product or the services rendered. It results in immediate cash inflow without creating any debt or transferring the business ownership. Accounts receivables are the most values assets for any company. It is one of the mode for increasing sales and expanding business. The payment is done of the 80% of the invoice value. The 20% of the value is kept as reserved and is paid after deducting the fee once the amount on the invoice is due.

This practice if accounts receivable factoring is most suitable for small and medium business owners. Due to accounts receivable factoring small and medium business owners are able to generate cash and avoid the debt trap. It also helps in representing string financial status and avoids interest on any loans if otherwise taken.

Accounts receivable factoring also results in increased working capital as receivables are conditional on customer's creditworthiness and not the business owners. It helps to avoid loan repayment, transferring business equity, engaging the assets, and also avoid yearly loan review process. For a small business owner accounts receivable factoring represents gaining working capital without overtaking any debt or loan. It is also a mode to increase sales without any repayment tensions for any loans etc. Thus business is able to meet demands and the circle keeps on auto-rotating as accounts receivable factoring increases sales and increased sales asks for more money to complete more orders.

Accounts receivable factoring also provides relief from non-paying clients or slow paying clients. It generates more sales due to increased orders. It also offers flexible funding program to help heighten the sales graph and take vendor discounts due to availability of cash.

This practice of accounts receivable factoring generates cash to fund the payrolls and taxes due. The funds thus generated also help to increase the inventory or buy new equipments, tools, etc to flourish the business.

The availability of cash helps small business owners to negotiate for discounts from their vendors and suppliers. It also helps to reduce book keeping, depositing checks, monitoring collection process, and preparing reports for collections. Brokers or agencies also provide their services for accounts receivable factoring. They help the business owners to manage their collections, payments, generating more cash and managing their cash inflow process.

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Henry Byers, Retired Accountant and Business Factoring advisor at eCPA Group LLC () publishes other articles related to Business Factoring at and



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