

Cashflow Health Check

General	Yes	No	Unsure
Do you create a Cashflow Forecast every year?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you regularly monitor your actual cashflow against your Forecast?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you understand the difference between cashflow & profit?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you have clear Terms of Trade in place?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
If yes, do you always enforce your Terms?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you always pay your invoices on time?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Do you link your personal budget to the amount you need to draw from your business?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Is your business currently delivering enough money for you to live your desired lifestyle?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Cash Conversion Cycle *(take these figures from your most recent Annual Accounts)*

1. What are your Inventory Days or Work in Progress Days? *(Inventory / Annual Cost of Sales * 365 or Work in Progress / Annual Cost of Sales * 365)*

2. What are your Debtor Days? *(Debtors / Annual Sales * 365)*

3. What are your Payable Days? *(Accounts Payable / Annual Cost of Sales * 365)*

4. What is your Cash Conversion Cycle? *(Avg. Inventory Days + Avg. Debtor Days - Avg. Payable Days)*

Increase retention

1. Do you currently measure your customer retention rate?

2. What action could you take to encourage more customers to keep coming back?

Increase leads

1. Do you currently measure the number of leads you have in your sales pipeline?

Increase leads

2. What action could you take to encourage more leads to engage with your business?

Increase lead conversion

1. Do you currently measure the number of leads you successfully convert into customers?

2. What action could you take to turn more leads into customers?

Increase transaction value

1. Do you currently measure your average transaction value? (*Total sales / number of transactions*)

2. What action could you take to increase your average transaction value?

Overall Cashflow Health

1. What conclusions can you draw from this Cashflow Health Check?

2. Are there any issues you'd like to discuss with us? If so, please list these below.