1. 4 Ways to Improve Cash flow and Support Clients During a Recession - YouTube

<https://www.youtube.com/watch?v=PamaHsbrOjU>

Transcript:

 get it managing a business in a recession can be difficult to navigate when both you and your clients are struggling it can be hard to strike a balance on managing the financial needs of your business with the needs of your clients to support those relationships for small businesses maintaining these relationships are essential to thrive so how can we continue to maintain these relationships and keep conducting business but also ensure that we're taking care of our own revenue by implementing an invoicing software

 the balance can be found in a tool for generating invoices collecting payments and keeping you informed on the outstanding balances your clients face this will allow you to adapt to the needs of your clients who take more time to make payments and strengthen that relationship by looking out for them and continuing to conduct your business while keeping a pulse on your own financial well-being to succeed in this transition here are some tips to help you master your client relationships through a recession tip number one communicate with your

 customers okay let's start over again tip number one is communicate with your customers communication is key when it comes to invoicing clients tip number one is communicate with your customers communication is key when it's coming to it tip number one is communicate with your customers communication is key when it comes to invoicing clients through your invoice terms you have an opportunity to set expectations on when you get paid and work through the unique circumstances of your customers a study by freshbooks has actually shown

 that if you give the client more time to pay they're going to use it and this is your opportunity to offer leeway with longer payment terms whether it's selling goods or services this is going to let you to conduct your business right now this could mean working on a payment plan or giving a little extra leeway with the time frame of a payment to enable your customers to maintain this relationship but as you make these changes and as you continue to maintain these relationships remember that your communication is

 going to have to change as well a good software like freshbooks is going to provide you with a full suite of tools to stay in contact with clients it's going to give you the option to send out both manual and automatic payment reminders pair this with their payment schedules and your clients will have a better experience as you help them with their cash flow by using these tools the transition to invoicing will change the way you can take payments from your clients while being a breeze and at minimal time

 cost yourself the second tip we have for you is that you're going to have to start understanding your outstandings it's going to mean understanding your business beyond a net profit number because you will have some payments that have yet to come in shift your thinking from a long tip number two is gonna tip number two is dedicating time to understanding your outstandings it's gonna mean shifting your understanding of your business beyond the immediate and that net profit number there's gonna be some outstanding payments yet to be

 coming in as you shift your thinking to a longer time frame to evaluate your business make sure that you're using clear reports provided by your invoicing solution you can stay on top of your receivables and how long they've been outstanding for and if there's a client or a customer that is falling behind on payments an automated payment reminder can ensure that you're keeping touch with them without any manual input if the problem persists communicate with the client try to understand their situation

 if they have something that's affecting their ability to pay you can take that opportunity to change the terms make it approachable for them and maybe even offer an extended payment plan also take these reports as an opportunity to understand your cash flow as well if you had a tight month take a look if you had a tight mat no if you had a tight month take a look at your outstanding receivables it could be that your payments are just taking time to come through and maybe you'll see them next month if you

 find yourself depending on your outstanding invoices a payment schedule if you find yourself depending on your outstanding invoices a payment schedule can benefit you it will smooth out your cash flow rather than waiting for that full payment to come in you'll get it in increments to sustain your business in between projects this additional insight creates a more robust picture of your business as well so you can rest easy no matter what's outstanding tip number three make payments as easy as possible of course reminders and

 communication is only going to go so far in terms of you actually getting a payment there's nothing worse as a customer than when you get a reminder about making a payment and then you have to jump through so many hoops just to fulfill your end of the deal if you're going to incorporate an invoicing solution into your business make sure that it comes with the ability to streamline payments with freshbooks your clients can pay directly through the invoice enabling your clients to make payments easily at their convenience will make

 for a greater response to your communication your clients win by having a streamlined payment experience and you win by likely getting paid faster if you have any repeat customers they will love the function of saving credit card information to quickly make payments for future charges and you will love the speed that you get paid at once you have saved credit card details you can even set up your clients so they're billed automatically taking away any headache that comes with getting paid what the are you doing

 our fourth and final tip is understand the full picture of your books remember that your receivables are just one component of your business while freshbooks provides additional tools including expense tracking and time tracking this will allow you to see beyond the revenue and understand the true cost of your operations if you need to build back expenses to clients or keep on top of the time and efforts you're putting into your project there's so much extra value to discover

 here with freshbooks functionality a straightforward dashboard can be customized to make all the information you need immediately accessible but once you're ready to move away from taking care of all of this tracking on your own bench can step in with a personalized service made possible by pairing you with a bookkeeper to handle tracking your revenues and expenses through freshbooks you'll need to generate invoices and stay on top of communication but then we take care of the rest with our pulse feature

 bank activity gets imported in real time for you to get an immediate grasp of how it impacts your financials and you can stay on top of your cash flow for you hell as you stay on top of your cash flow if you have any questions you can fire a message to your bookkeeper in the exact same space using the messaging fee it'll give you real time in as you stay on top of your cash flow if you have any questions you can fire a message to your bookkeeper in the exact same space to the message fee it allows you to get a second opinion

 from somebody who knows your books in and out so as you implement these tools you'll be better equipped to handle a recession you can stay diligent track your expenses through bench to identify inefficiencies and the move to an invoicing solution will allow you to track your receivables it will mean that you can continue servicing the clients that are the lifeblood of your business even if they are in financial hardship show care and foster the relationship in these situations it can make a client a lifelong customer

 but adapting to a recession isn't just about being reactive every step you take to mask your business during a time like this of hardship it's going to pay dividends beyond don't just think of these as steps to survive and make it to the next month these are steps that will help you thrive beyond the recession after all it's our ability to connect with others and continue conducting business that will support each other in our communities keeping us all afloat