



Surviving and Prospering During Tough Time

A Checklist of 50 Important Items

1. ___ Do not overreact. Take action based only on data.
2. ___ Get key employees' input in planning strategies.
3. ___ Do a revised business/strategic plan for the next six months.
4. ___ Revise cash flow for the next six-month period.
5. ___ Revise a pro-forma statement for the next six months based on a revised business plan.
6. ___ Explain your plan to the entire staff and ask for their input.
7. ___ Evaluate personnel needs across the board.
8. ___ Hold off replacing personnel that have resigned, retired or been terminated.
9. ___ Make cuts in personnel (quickly if necessary), starting at the top of the organization.
10. ___ Maintain larger cash position to take advantage of sale prices.
11. ___ Do a monthly aging of accounts receivable.
12. ___ Enforce collection terms.
13. ___ Be flexible in looking for new solutions.
14. ___ Review inventory for slow moving items. Turn into cash.
15. ___ Do an analysis of inventory. Only re-order those items that sell, but don't over order inventory.
16. ___ Do a monthly aging of accounts payable.
17. ___ Make sure your customers acknowledge your company's excellent customer service.
18. ___ Owner should sign all checks for 60 days to get feel of cost areas of company.
19. ___ Establish a temporary line of credit through your bank.
20. ___ Re-evaluate timing of capital expenditures.
21. ___ When capital expenditures are necessary, cost-justify and shop for prices.
22. ___ Use bartering to reduce cash needs.
23. ___ Maintain close contact with existing customers.
24. ___ Review all former clients to see who you can sell to again.
25. ___ Look at related type products or services that you could sell to your same market niche.



- 26___ Don't decrease advertising or marketing budget. Instead, increase budget to take advantage of competition cut-backs.
- 27___ Don't cut off training for employees.
- 28___ When it becomes necessary to replace personnel, look for the most experienced candidates.
- 29___ Analyze your mailing costs, i.e. post office vs. UPS 2- and 3-day
- 30___ Be very careful to not cut back on your marketing, this will create a double problem in your sales.
- 31___ Look at independent sales representatives to increase sales effort.
- 32___ Review postage expense and look for ways to cut down.
- 33___ Review and justify travel expenses. Replace unnecessary travel with video conferencing, Webinars, and teleconferencing.
- 34___ Review and justify any entertainment expenses.
- 35___ Review and justify any office supply expenses.
- 36___ Refigure your break-even analysis based on new business plan.
- 37___ Review recent monthly P & L statements for percentage trends.
- 38___ Reuse office supplies, folders, paper clips, etc. when possible.
- 39___ Save poor quality or misprinted copies and use them for scratch paper as well as any outdated stationery.
- 40___ Tighten up credit checks for new customers.
- 41___ Do a monthly check of P & L statement against revised pro forma statement.
- 42___ Do a monthly current ratio and take steps to strengthen the ratio.
- 43___ Keep your bank informed of your company's progress. Bankers hate surprises!!!
- 44___ Do a monthly inventory of turn ratio.
- 45___ Offer settlement on receivables before turning it over to collection agency or attorney.
- 46___ Use a small claims court to collect a certain amount of account receivables.
- 47___ Join a monthly meeting group of other companies to exchange ideas and learn new techniques.
- 48___ Review your insurance program and consider increasing deductibles.
- 49___ Don't manage for the moment. Consider long-term goals of the company before taking any action that could affect the future of the company.
- 50___ Take time to plan and review operations against plans.