

The CFO's Blueprint to Scaling Your Business

**Calculate these. Use them to make smarter decisions.
Watch your profits soar.**

Accuracy and detail is important. Your finances hold hidden stories about the ROI of your business. Without the right data, your decision making will be misguided.

Which of your business lines is most profitable?

Which of your customer archetypes is most profitable?

Which of your team members creates the most client satisfaction? Dissatisfaction?

Which of your marketing campaigns have the highest ROI?

How long is your cash conversion cycle? (quote to cash)

What is your financial decision making process?



Want help?

SUSTAINCFO.COM

sales@sustain-a-business.com

Business Line Profitability



Know where your strength lies. Unveiling the most profitable segments of your business allows for strategic investment and focused growth, ensuring your efforts amplify the most lucrative areas.

Break down the revenue, cost and overhead components for each line, and then invest further into what is producing the most profits.

What costs are associated with each line?

What revenue is associated with each line?

What overhead is associated with each line?

Customer Archetype Profitability

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Target your ideal customers. Identifying which customer groups yield the highest profit margins enables tailored marketing strategies and smarter allocation of resources to serve and expand this base.

Start with the top 5 in revenue, and the bottom 5. Ask yourself for each of these questions, WHY are these things true?

What costs are associated with each client archetype?

What revenue is associated with each customer archetype?

What hidden costs and other trends are associated with each customer archetype?

Marketing Campaign ROI

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Invest in what works. Pinpointing marketing campaigns with the highest return on investment ensures that every dollar spent is an effective one, eliminating guesswork and wasted marketing budgets.

What are your top 3-5 lead source generation sources?

What is the revenue associated with each?

What direct and hidden costs are associated with each?

Cash Conversion Cycle



Streamline for liquidity. A shorter cash conversion cycle means faster cash flows, which is crucial for funding growth initiatives without straining finances, maintaining a healthy cash reserve, and minimizing reliance on external financing.

How many days does it take from quote to cash?

What steps occur in that process?

How does the timing of your AP to key vendors align with your collections timeframe?

Team Member Customer Satisfaction

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Maximize team potential. Understanding which employees enhance client satisfaction helps replicate success across your team, while addressing sources of dissatisfaction can prevent revenue leaks and brand damage.

Which team members are associated with highest percentage of satisfaction? Why?

Which team members are associated with highest percentage of dissatisfaction? Why?

**Are you tracking customer satisfaction per job?
How can you track it better?**

Financial Decision Making Process

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Strategize with confidence. Establishing a clear, methodical process for financial decisions fosters consistency, reduces risk, and ensures that every decision is aligned with your business's financial well-being and growth objectives.

What is the cadence of your current financial decision making process?

Are all necessary parties involved in that process?

What information is driving your decision making process?

SCHEDULE A FREE EXECUTIVE FINANCIAL CONSULTATION

Interested in having an executive sounding board on the current state of your business finances?

Let's discuss your business, and we'll help you lay out a clear plan of action to reach your key financial goals.

[Schedule your Free Consultation](#)

We've helped dozens of companies 5X their value, and led the strategic exit of over \$100M in business equity.

"Everything improved financially"



"Ever since I partnered with Sustain A Business, everything financially improved. I know where my risk is in the business, and make consistent decisions based on our conversations!"

Dr. Marcus Patterson

Full Circle Mental Health



"I have control of our business destiny"



Now we are planning 1-3 years into the future and I feel like I have control of our business destiny. Working with them has been game changing for our business."

Isabel Abrams

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SUSTAIN | CFO

(410) 673-4798

Sales@sustain-a-business.com

SustainCFO.com