

INFUSEDREPORT

December 17, 2008

At least one of these tips will help you improve your cash flow for 2009.



3 Easy Tips to Skyrocket Your Cash Flow

By Kyle Leavitt

Thanks for requesting my free report, "3 Easy Tips to Skyrocket Your Cash Flow". If you're looking for ways to reduce accounts receivable headaches and put more cash in your pockets quickly then you've come to the right place!

Before you get into the details of this report, please allow me to introduce myself. My name is Kyle Leavitt and I worked at Infusionsoft for three years, most recently as Director of Sales. I left Infusionsoft in April 2008 after three very amazing and successful years to found a software and services company along with my brother Nate (also a former Infusionsoft guy). Being that we still love (and are very much involved with) Infusionsoft, I'm sure you're wondering why we left---truth is, it's the same reason you're involved in running your own businesses: you caught the proverbial 'entrepreneurial bug' and have now got big dreams of your own (and also thanks at least in part to my conversations with many of you regarding how much you LOVE running your own businesses---you do love it, right??). Anyway, enough about me, let's get to the good stuff...

Here's how you can skyrocket your cash flow in less than 30 days:

Tip 1: Require Upfront Payment

Whenever possible, make people pay you upfront for your products and services. This is the best and easiest way to increase your cash flow. We personally experienced the benefits of this model after transitioning one of our services from a pay-as-you-go hourly model to one that requires a minimum hourly commitment and full upfront payment. This change not only significantly reduced our accounts receivable but it also helped us weed out our 'problem' customers who constantly fussed about payment and wasted a lot of our time!

Tip 2: Automate the Collections Process

Despite changing our service model from hourly to pay upfront in full, we still offer products with payment plans and subscription programs that give rise to expiring credit cards, failed auto-charge payments, and overdue

3 Easy Tips to Skyrocket Your Cash Flow

By Kyle Leavitt

balances. The end result is a whole bunch of manual accounts receivable and collections grunt work. Here's a list of a few common AR processes that sometimes end up costing you more time and money than is worth the effort:

- Managing expired credit cards
- Following up on failed auto-charge payments (i.e. subscriptions, payment plans, etc)
- Printing and mailing invoices
- Maintaining accurate customer information
- Collecting on money that should already be in your bank account

It was a complete eye-opener for us when we put a system in place to automate these functions by allowing our customers to manage their own accounts (learn more about this secret weapon in the bonus section below). Given the technology available to small businesses today, there's no reason you should be spending your time and money on such mundane, menial tasks! Not to mention that most of your customers have probably already been conditioned expect self-service in their dealings with other companies in today's on-demand world.

Tip 3: Appoint a Collections King (somebody OTHER than you)

Even after making it easy on your customers by automating your collections processes, you'll still have a few customers who just flat out refuse to pay their bills on time. The good news is that you can greatly reduce the number of late and lost payments simply by being proactive and staying on top of it. This is why every small business needs to appoint someone to be in charge of monitoring and, more importantly, REDUCING accounts receivable.

When choosing your collections king, we recommend finding someone with a salesperson's mentality and then providing them with meaningful incentives (e.g. a commission based on the dollar amount collected) to attack your accounts receivable like a shark! The right person will attack the biggest and easiest balances first and maximize the dollar amount collected. Another thing you might try is offering a larger incentive for balances that are more than ninety days overdue. This will ensure they don't spend their time only on the easy ones.

Bonus Section (Infusionsoft users only!)

Infusionsoft Automation Strategy: Use the Infusionsoft Order Triggers, for Heaven's Sake!

Did you know that Infusionsoft has automated order triggers for the following scenarios:

- When a credit card is going to expire in X days (0-30)
- When an auto-charge attempt fails the first time
- When an auto-charge attempt fails the last time (based on what you have specified in your app settings as the maximum number of attempts)
- When an auto-charge attempt fails for the 2nd-30th times
- When an auto-charge attempt is successful
- When an auto-charge attempt is successful and the previous auto-charge for the invoice failed or was successful (or either)

You can even setup specific actions to run PER PRODUCT for any of the scenarios above.

Do you realize what this means?

You could actually have Infusionsoft send a broadcast every day for thirty days straight each time a customer's payment failed. You could have Infusionsoft send a broadcast every day for thirty days straight leading up to somebody's credit card expiring. Even the worst, most stubborn customer would have to be so utterly overcome by your incessant follow up as to take action if only to get you off their back, wouldn't they? Not that you would... but you COULD.

Please don't ever waste your time calling somebody to tell them that their credit card has expired or their subscription payment or payment plan has failed. If you're using the system right, they'll already know! Let the system do its job.

The Secret Accounts Receivable Weapon for Infusionsoft Users

The order triggers I mentioned above are phenomenal! The only problem is that once Infusionsoft has notified your customers regarding their expiring credit cards, failed auto-charges, etc, it still requires you to get on the phone with someone to take care of it. Before you know it you've left three messages and sent five emails trying to track the person down and wasted a whole bunch of time. Bottom line: there's a gap in Infusionsoft between

3 Easy Tips to Skyrocket Your Cash Flow

By Kyle Leavitt

notifying someone to do something and them actually doing it (in fact, they CAN'T do it on their own---they need you).

Which is precisely why we created the secret weapon: CustomerHub! CustomerHub is a fully integrated Infusionsoft add-on application designed to save time, reduce overhead, and increase cash flow by automating accounts receivable and collections processes. We built it specifically and exclusively for Infusionsoft users. It will change the dynamics of the game such that you no longer have to spend your time on such mundane tasks as playing phone tag to grab a new credit card number or shipping address. Now your customers can do it on their own!

To learn more about CustomerHub or sign up for a FREE 30-day trial please visit our website at www.infusedsystems.com.

Thanks again for reading my free report and I hope these tips prove as valuable to you as they have to us!

We at Infused Systems wish you the best of success in your small business adventure! Should you need some expert advice or some other kind of help along the way, you can visit our website at www.infusedsystems.com to learn more about a variety of products and services we offer to make life easier for existing and future Infusionsoft users! Or, as always, you can feel free to call us toll-free at 866.551.4937.

Here's to getting **'INFUSED'**!

Kyle Leavitt
Infused Systems

About Infused Systems

Founded in April 2008, Infused Systems' mission is to make life easier for existing and future Infusionsoft users. As an Infusionsoft Certified Consultant (ICC), Infused Systems offers products and services tailored expressly to the needs of Infusionsoft customers and prospects. With over seven years combined experience working in key positions at Infusionsoft, the Infused Systems team has a unique understanding of Infusionsoft as well as the marketing and sales principles that have made the software so successful. Learn more about Infused Systems online at www.infusedsystems.com or by calling 866.551.4937.