

• LIVE WEBINAR

OPTIMIZING PROFITABILITY

6 THINGS TOP CFOS DO

In this live webcast, we take advice derived from decades of financial experience and expertise from our advanced team of CFOs and culminate it into 6 strategies you can implement this month to improve your business profitability.

 **DATE**
MAY 31, 2023

 **TIME**
1PM MDT / 3PM EDT



JILL TAVEY



DAVID GUYAUX



AL VANLEEUWEN



Meet Our Speakers

Jill Tavey is an experienced outsourced CFO with over a decade of high-level financial expertise and experience. Her ability to negotiate, make and maintain key relationships, and shape strategic direction has helped propel multiple companies through significant growth.

JILL TAVEY
CFO





Meet Our Speakers

Al VanLeeuwen is an experienced CFO with significant operations experience. He has helped multiple organizations optimize profitability and was integral in leading several strategic exits.

AL VANLEEUVEN
CFO





Meet Our Speakers

David Guyaux brings over 25 years of experience as CFO, VP of Finance, and Controller roles within public and private enterprises. He has organized finances for companies to turn around operations and meet compliance and governmental requirements, as well as to prepare for mergers and acquisitions.

DAVID GUYAUX
CFO



Preferred CFO 

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OPTIMIZING PROFITABILITY

6 Things Top CFOs Do

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6 Things Top CFOs Do

1

Financial Reporting

4

Product Analysis

2

Analyze Expenses

5

Daily Goals & Monitoring

3

Optimize Profit Margin

6

Forecasting



1

Financial Reporting

- Reports and KPIs that match your company/industry
- Historical, present, AND forward-facing
- Accurate & Timely
- Know how to read—and apply—the information in your reports
- Organize all financial information so it matches the activity of the company

Know What You Don't Know

- Less than 50% of small business group members know how to read a balance sheet
- Many are not confident in choosing/using financial tools to make strategic business decisions



Profitability: Financial Reporting

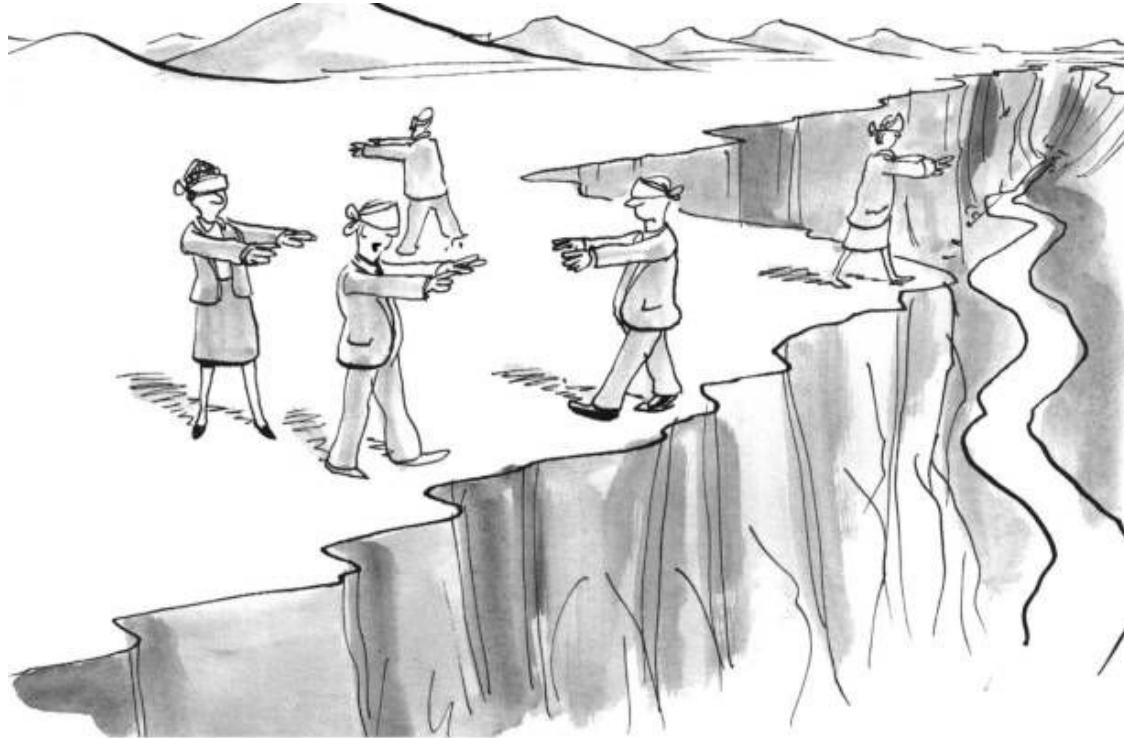


Change your mindset. Every report has a purpose & utilizing them properly increases confidence, strategy & success.

2

Analyze Expenses

- Know the different types of expenses & analyze each
- COGS: Labor, materials, overhead.
- SG&A: Determine industry “standards,” know who controls each expense.
- Payroll: More isn’t always better.



“I hope our spending does not go over the edge.”

Profitability: Analyze Expenses



More sales aren't (always)
the answer; expense
optimization IS.

3

Optimize Profit Margins

- **Set margin goals:** What will cover costs and help you hit profitability goals?
- **Analyze pricing:** Should you decrease margin & increase sales, or increase margin?
- **Analyze customers:** Not all customers are profitable. What is the true profitability of your top customers, and what does your “sweet spot” client look like?

Profitability: Optimize Profit Margin



Know & review profit margins regularly; most profitability problems start quietly & bring unpleasant surprises.

4

Product Analysis

- Measure the contribution margin for each major product.
- Don't be too stubborn to let unprofitable products/services go.

Profitability: Product Analysis



The Silent Killer: No matter how many units you sell, an unprofitable product will still lose money.

5

Daily Goals & Monitoring

- Understand the critical milestones to be met each day to achieve success for all segments of the business.
- Know the drivers that create financial results.
- Like flying a plane or driving a car—micro-adjustments get you where you need to go; the longer you look away, the greater the correction will need to be.

Profitability: Daily Goals & Monitoring



Micro-adjustments are
easier than major
corrections.

6

Forecasting

- “Turn on the Headlights.”
- Reveals finance and operations needs.
- Increases confidence in business decisions.
- Informs management as well as potential investors/lenders.
- “Athletic position” for outside financing or exit.

Profitability: Daily Goals & Monitoring



Imagine driving on a mountain road without good headlights. What happens if a deer jumps out in front of you?

Would You Like Personalized Recommendations?



Every company's situation is unique. If you have unanswered questions or have a specific challenge you're facing Preferred CFO is here to help. Schedule a no-obligation financial review at

preferredcfo.com/financial-review

You may also request a review by emailing: scottc@preferredcfo.com / calling: 801-942-0708

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Thank You

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