profitcents® NEWSLETTER

AUGUST 2023

WHY SHOULD BUSINESSES FORECAST?

Forecasting can help businesses make better decisions by predicting future trends and outcomes. It helps you gain an understanding of what measures the business needs to put in place to grow. By visualizing what lies ahead, businesses can set measurable short and long-term goals, make better adjustments, and optimize their strategies to alter their current operations and change potential outcomes.

By forecasting, we can anticipate future cash flows, make informed decisions about budgeting and plan expenses, and even provide valuable insight into potential risks. The ProfitCents Projections report not only generates the initial forecast, but allows you to model hypothetical business strategies that can affect financial conditions in both the short and long-term. Identifying these tactics and working through scenarios will allow you to develop a deeper relationship with your client, and ultimately guide them toward business growth and success.

ACCURATE DATA COLLECTION — 01

The client's historical behavior is the best predictor of its future. Relevant and reliable data will yield a more accurate forecast.

UPDATE CAPABILITIES — 02

Companies, markets, and environments are constantly changing. A financial forecast should reflect these changes and be updated often.

SCENARIO FLEXIBILITY — 03

Create multiple forecasts based on different scenarios so the business can adjust their strategy.

VARIETY IN DELIVERY METHODS — 04

Utilize different report options to communicate strategic plans and help the client visualize their future path.

> Use the Projection report to keep an open, constant line of dialogue with your clients. Discuss where to be rigid in budgeting, map out future asset purchases, or plan next steps for the company.

Paul Savage
Director of Client Success