

# How to Increase Your Cash Flow By 25%... Starting Next Week!



**NAMM<sup>®</sup> | U**



## Grow Your Business

*Presented by...*

**Bob Popyk & Alan Friedman**



- **Friedman has 35+ years experience providing accounting, tax, business valuation & consulting to the music retailing industry**
- **Speaks at NAMM, RPMDA, NASMD and other industry events**
- **Premier writer for 20 years for “Music. Inc. Magazine”**
- **Plays guitar in the all-CPA rock band “The Accounting Crows”**



- **Popyk has 50+ years experience providing sales, marketing, advertising & event consulting to the music retailing industry**
- **Speaks at NAMM, RPMDA, NASMD and other industry events**
- **Premier writer for over 30 years for “Music Trades Magazine”**
- **Plays the accordion to adoring fans at senior centers**

# **Why the two of us guys?**

**NAMM**® | U



Grow Your Business



Here's **10 Proven Ways** To  
Make \$\$\$ Happen



# 1. Sit Down With Your Staff



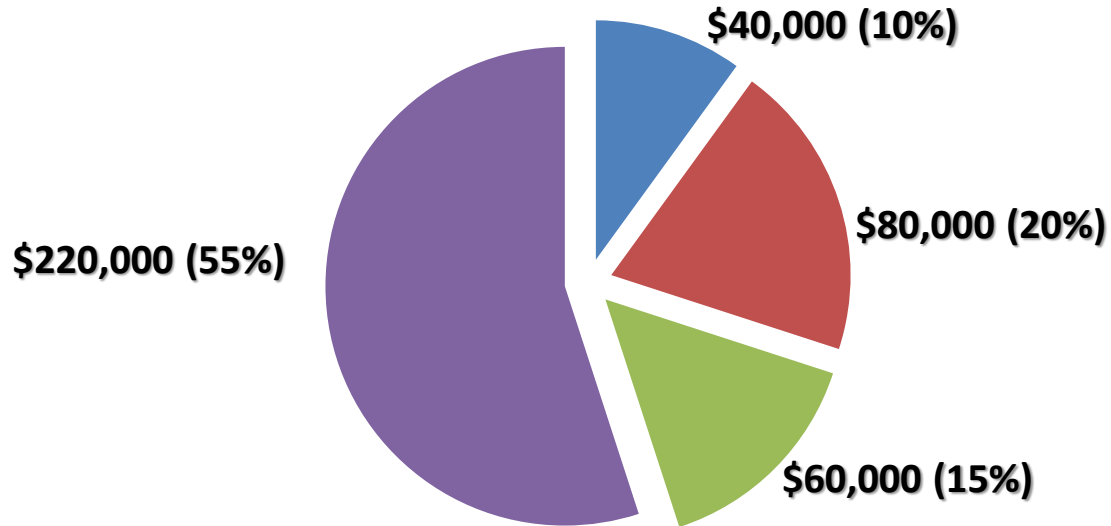


## 2. Blow Out Old Stuff





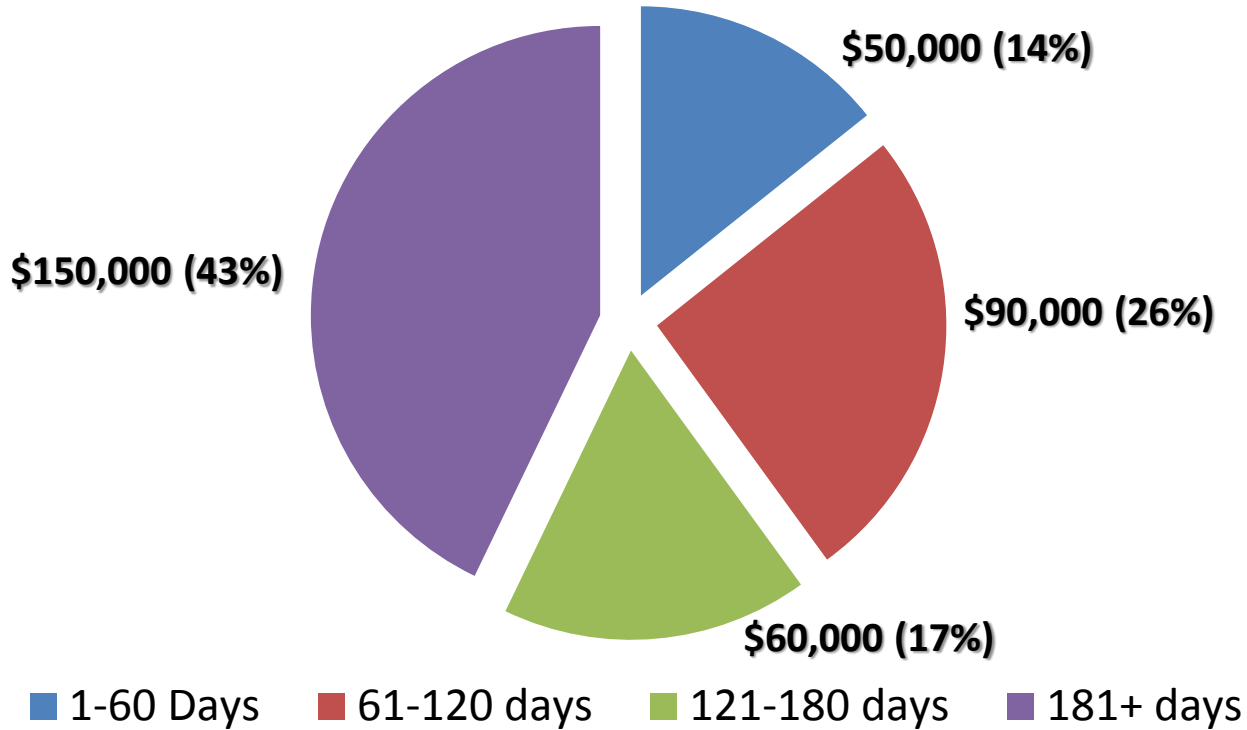
**\$400,000 of Inventory**



■ 1-60 Days   ■ 61-120 days   ■ 121-180 days   ■ 181+ days



**\$350,000 of Inventory**



**\$400,000**





*“What’s the big deal if my inventory has been sitting around for a while?”*

## Consider the costs...

- \$ Purchase & shipping
- \$ Merchandising & retail ready
- \$ Rent for retail space & warehousing
- \$ Data tracking & pricing
- \$ Physical inventory taking & security
- \$ Financing & floor planning
- \$ Property tax
- \$ Shrinkage, pilfering & breakage
- \$ Labor costs to do many of the above

The analysts say...

“Any item that’s been sitting around for one year has now cost you 30% more.”

$$\text{\$1,000} + 30\% = \text{\$1,300}$$



**KEEP  
CALM  
AND  
ASK FOR  
HELP**

**3. Ask your supplier(s) for help**



4.





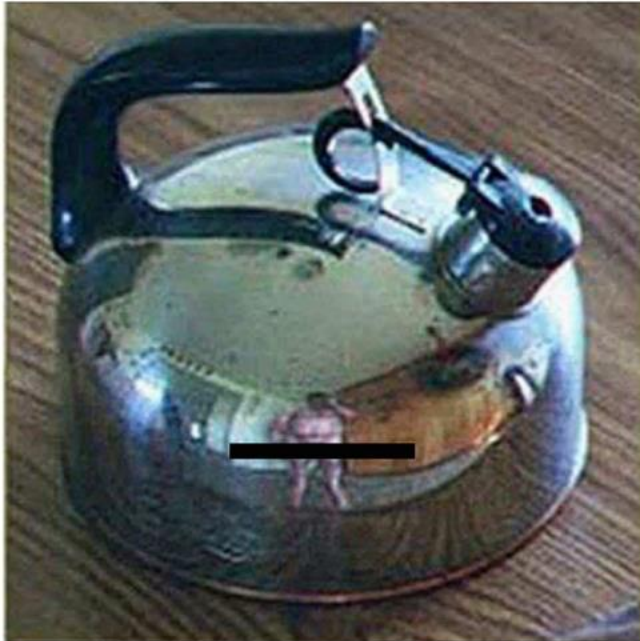
We can't solve problems by  
using the same kind of thinking  
we used when we created them.

~ Albert Einstein

**...and contact past customers, too!**



# 5. Be creative with eBay / Craig's List

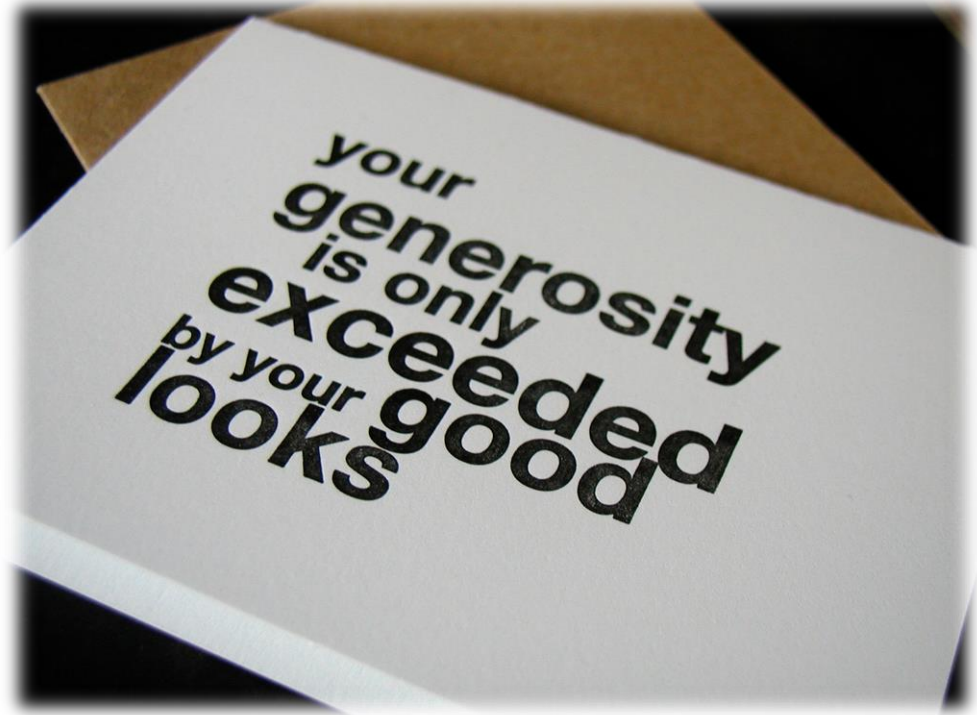


The World's Online Marketplace™

Folks, if you are going to be selling something that people are going to be drinking fluids out of, please take the extra time to either put on some clothes before taking a picture, or concentrate on selling the non-reflective items in your kitchen. Thank you.



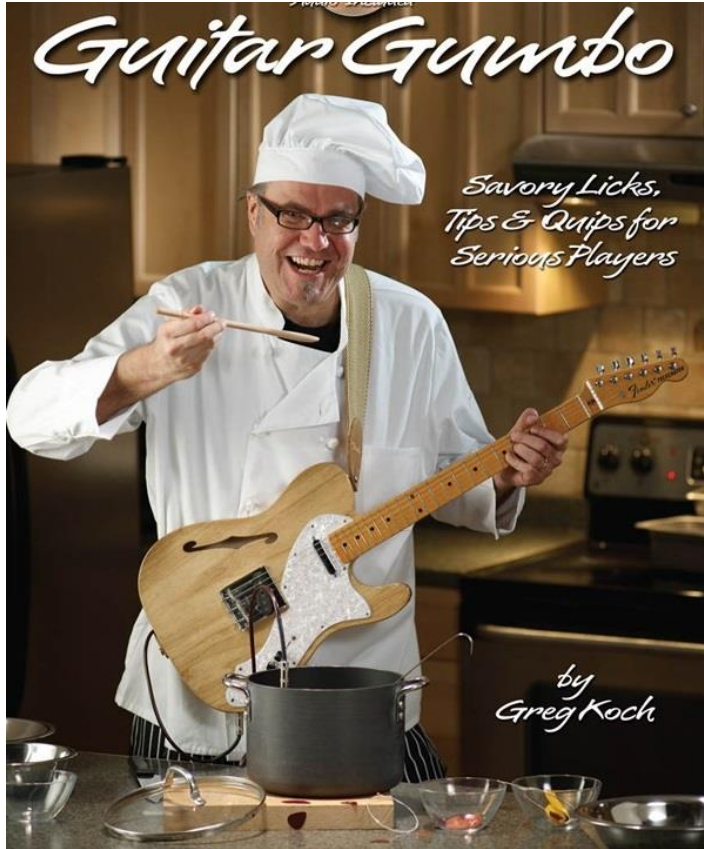
# 6. Send Out “Thank You” Notes



NAMM® U



Grow Your Business



# 7. Host A Clinic

**NAMM® U**



Grow Your Business

**Financing Available Both In Store and Online**

**No Deposit  
Interest Free  
Financing**

up to  
**12** months  
interest  
free!

**Click here for more details**

**8. Make It Easy To Buy**



9.

**Bundle It**





**10.**

**17**  
**16**

**9**  
**8**

**13**  
**8**

**these are difficult times**



**OPPORTUNITY  
IS  
NOWHERE**



Opportunity does not knock, it presents itself when you beat down the door.” – *Kyle Chandler*

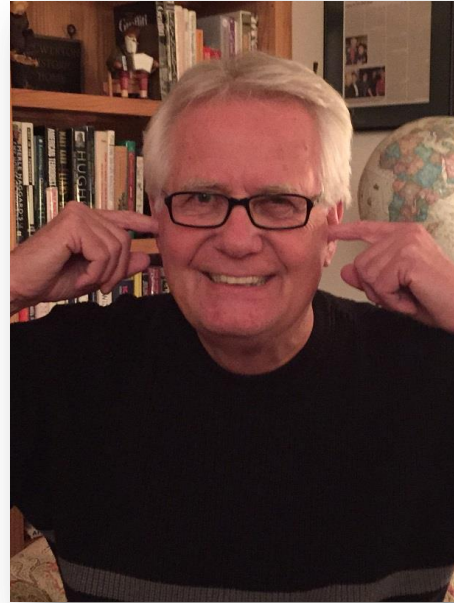


Any Questions for Bob & Alan?

NAMM® U



Grow Your Business



**Bob & Alan say...**

**“Rock On...and have a great show!!”**