Webinar on

The Importance Of Cash Flow And How To Forecast Cash Flow

Learning Objectives

- *Understand where each cash transaction is placed on the Statement of Cash Flows*
- *Learn how to forecast cash on a monthly basis for your company and be accurate*
- *Looking at what can happen to a company that does not generate cash*
- *Understand the difference between a source of cash and a use of cash*
- *Understanding the importance of generating cash flow*
- *Learning how to analyze the Statement of Cash Flows*

GRC EDUCATORS Online Training Hub
Axons Technology and Solutions

This webinar you will learn about the three parts of the Statement of Cash Flows and we will break each one down accordingly.

PRESENTED BY:

Ron Sereika has over twenty five years in credit management in the clothing, door and window manufacturing, wine and now the medical device industry. He holds a BS in Accounting and has received his certification in credit and finance from the Amos Tuck business school at Dartmouth University.

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On-Demand Webinar

Duration : 90 Minutes

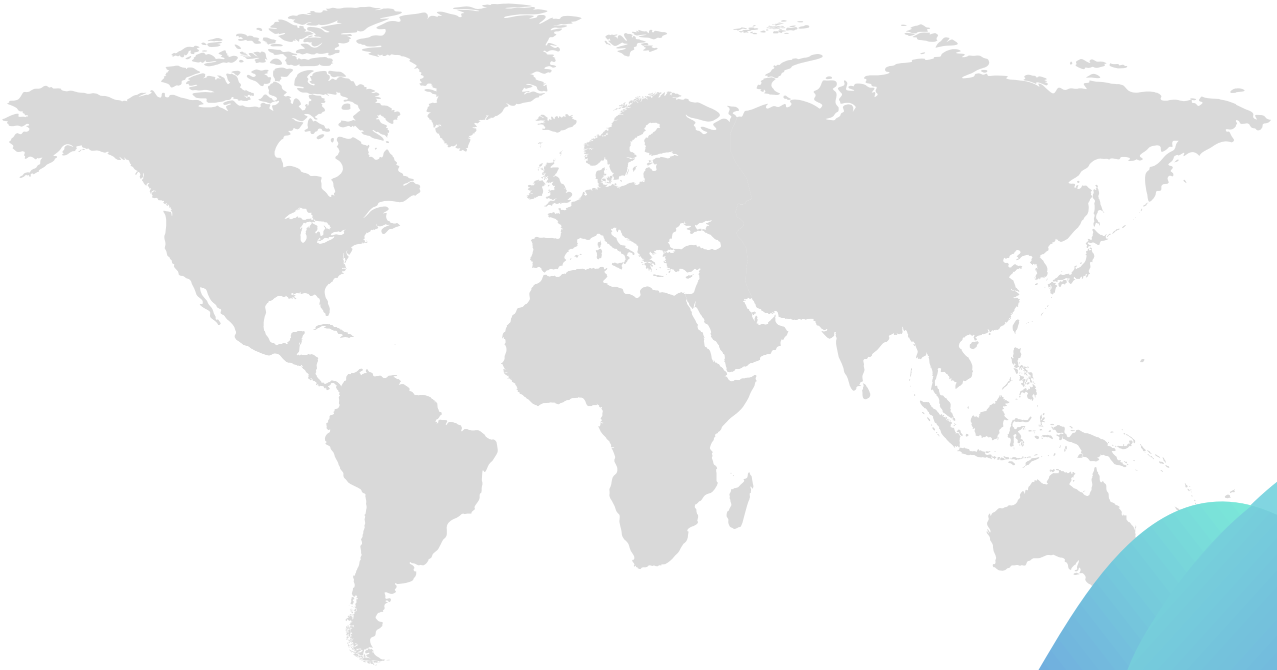
Price: $200

Webinar Description

Why is the Statement of Cash Flows so important and what will you learn from analyzing it. In this session, you will learn about the three parts of the Statement of Cash Flows and we will break each one down accordingly. You will understand that a company can show their sales increasing every year and also show they are making profits. However, if they cannot generate cash flow from their daily operations they will go BANKRUPT. You will also learn a method of how to forecast cash each month for your company and learn to forecast your number within 5% each month.

Who Should Attend ?

If you are making loan decisions for your company, extending credit to customers, buying your own stocks in companies or even looking for employment, learning how to read a Statement of Cash flows will benefit each of you. If you are an owner of a company and are more sales orientated then hearing this session will help you understand that increasing sales and profits each year is important but so is generating cash from operations.



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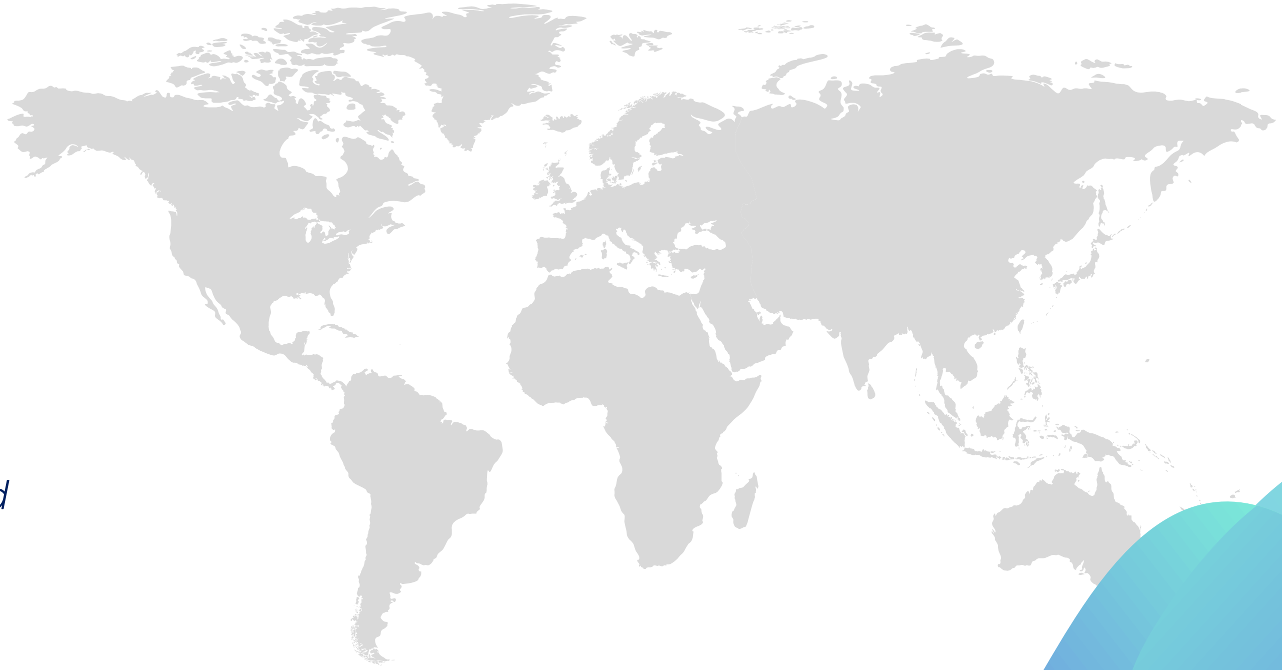

For many years prior to the decade of the 1980's and 1990's most companies in their evaluating of credit were just concerned about if a company was generating profit and growing sales. If so they approved them for a credit line. However, once companies started to use debt as a way of growing (LBO's) the entire situation changed as cash was now so important so that these companies could not pay back their debt. Add to that the corporate scandals of Enron and MCI and now everyone was scared. By starting to use the Statement of cash flows as in an integral part of credit analysis process the expression "Cash is King" got its start and it has been a key metric ever since.

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www.grceducators.com

support@grceducators.com

740 870 0321