

Telephone Script prompts when speaking to clients about cashflow projections

Remember the objectives of the call are:

1. To get an update about how they are – business and personally
2. To encourage them to prepare cashflows

Structure of the call:

1. How is it going?

- Start by saying you're ringing for an update, to see how they are and how things are in the business. Check - is this a good time to speak?
- Ask about some of these if they're not very communicative:
 - Revenue/sales
 - Costs/supply chain
 - Deferred payments – what have they agreed?
 - Credit control – any issues there?
 - Loans/leases – have they agreed payment holidays?
 - Staffing – any issues there?
- Maybe focus them by asking them what their main/key challenges are; or "what's keeping you awake at night"

2. Do you know how long your cash will last?

- Bring them to the point where you can assess if they know how long their cash will last
- How sure do they sound? Have they prepared detailed cashflows or are they 'winging it' and hoping for the best?

3. Shall we prepare cashflow forecasts to check?

Focus on:

- peace of mind for them
- getting a plan in place for the next few weeks/months but also longer term when other deferred debts will be due;
- looking at alternative plans & if there's an easier way to do this

Costs & time

- Know how you will answer this question
- What is your charging structure for preparing cashflows?
- What software are you going to use & how long will it take?