

Managing Your Business in an Economic Slowdown

In a recent WF&FSA survey 96% of respondents said that the "Economic Slowdown and how to Survive in it" is the most important topic that they want to discuss.

In response, WF&FSA hosted an audio conference on the subject on July 8, 2008 with Dr. Al Bates, Chairman and President, of the Profit Planning Group, a research and executive education firm headquartered in Boulder, Colorado. Dr. Bates will use data from the WF&FSA Operating Ratio Reports during the presentation.

The automatic growth in economic activity has given way to a much more difficult economic climate. Distributors need to turn their attention away from filling orders to managing every aspect of their business when sales may be sluggish. This session will help provide that perspective.

The program will focus on three issues:

1. Generating maximum profits from sales in a slow-growth period.
2. Managing gross margin properly.
3. Re-thinking payroll costs. If these three areas can be addressed in new ways, then profits can be assured, regardless of economic conditions.

The session will draw from the WF&FSA financial benchmarking survey. It will focus heavily on the approaches used by the profitability winners. The program will also lay out a step-by-step approach to improving results.

Handouts: Sent to those who order

Cost per CD: \$65

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Or, you can Mail the form to WF&FSA

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About Al Bates: Dr. Albert D. Bates, Chairman and President, is the founder of the Profit Planning Group, a research and executive education firm headquartered in Boulder, Colorado. The firm works exclusively in the area of corporate financial planning. He had made numerous presentations for WF&FSA in the past, and his company conducts the WF&FSA Operating Ratio Report, Quarterly Benchmark Report and the Compensation Study.



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Managing Your Business in an Economic Slowdown.

Recorded July 8, 2008

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