



SIEC-ISBE: 82th INTERNATIONAL CONFERENCE 2010
Albury Wodonga, Australia, 18 – 23 July, 2010

PEDAGOGICAL PROGRAM

P04 - Presentation

Title **HOW TO MAKE YOUR BUSINESS MORE PROFITABLE,
PREDICTABLE AND RELIABLE**

Presenter's Name **Graeme Sayer**

Presenter's Email Address graeme@mhbec.com.au

Presenter's Complete Address 3 Stanley Street
Wodonga Victoria Aust. 3690



Presenter's expertise or experiences that relate to proposal topic Graeme has been CEO of the Murray Hume Business Enterprise Centre since July 2008, having moving to the area from Sydney in 2002. His background is that for 15 years he was a senior partner in a Sydney accounting practice and became frustrated with the traditional accountancy emphasis on taxation and being able to offer only partial solutions to clients seeking a range of business advice he resigned and joined a Melbourne based business advisory firm and moved into full time business consultancy. As the company was the Australian joint venture with one of the leading marketers to SME's on the West Coast of the US, Graeme had several trips to the US and gained hands on experience with a number of leading international marketing and sales experts. This unique business opportunity has provided him with an unusual insight into the critical interrelationship of marketing and accounting. He has consulted to a wide and diverse range of businesses and has also made presentations at a number of national conferences.

Description of Session Content Irrespective of the type or size of a business there are a number of fundamental rules that determine bottom line profitability. This workshop focuses on several of the key accounting and marketing issues based on Graeme's experience of working with owner operated businesses over the last 30 years. For those already running a successful business the workshop will not only reinforce old ideas but will certainly help you to uncover new ways to grow and develop your business. The course has a strong focus on profit and builds an understanding of the various facets in the business that impact on profitability. It will reinforce the

timeless wisdom of, "If it isn't or can't be measured, it can't be managed."

The workshop will help you to

- Calculate key financial data and the importance of understanding gross profit
- The relationship between profit and cashflow
- Understanding the importance of knowing your break-even point
- The importance of debtor collection and stock turnover
- Four ways to grow your business
- Calculating what this will do to your profit

Objectives of session

Session attendees should be able to

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Audience

Teacher/lecturers in Business Management and Small Business
Business Advisors and consultants
Small business owners

Handouts (to be distributed at session by presenter)

Yes

Remarks