

# 3 Warning Signs You'll Miss Your Cash Flow Goal

Although it's critical to their businesses' success, cash flow is something that CEOs and CFOs find difficult to accurately track in QuickBooks. This puts them in a dangerous position where they're never exactly sure of their cash position. If you're worried that your lack of insight into your cash flow will endanger your company's success, take a look at these 3 warning signs of cash flow troubles so you can make the right decisions to correct course.

## 1 // Too Many Overdue Accounts Receivables

The first sign of impending danger is the state of your Accounts Receivable. To avoid unpleasant surprises, you can't wait until your Accounts Receivable are overdue. Get the ball rolling and **start your collection procedures in advance** so you can make sure you get your incoming cash in time to meet your cash flow goals.

## 2 // You're Sending Fewer Invoices

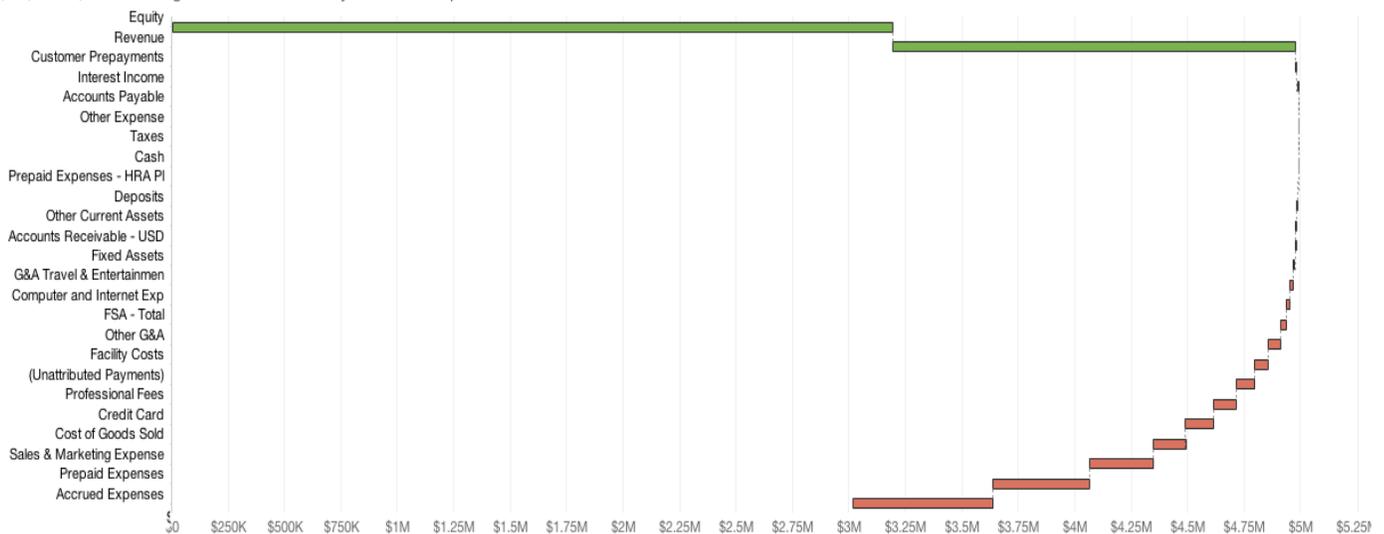
We've covered your unpaid Accounts Receivables, but what about the number of customer invoices you send? **The quantity of outgoing invoices is an indication of your company's financial health.** Whether you're not booking enough deals to send out invoices, or you're having trouble collecting payments, it's time to consider addressing this problem head-on. Determine where the disconnect lies before your cash flow is in jeopardy..

## 3 // Expenses Impede Profitability

Finally, can you pay your normal operating costs and expenditures from your current cash flow? If you can, that's great! If you can't sustain a positive cash flow, however, you need to start considering all incurred costs to make sure **that money spent isn't more than your business brings in.** The image below, for example, breaks down your cash flow into its fundamental categories, so you can precisely analyze where your cash has come from and gone to.

### How has our cash position changed?

\$3,040,836 change in cash from 01 May 2013 to 30 Apr 2014



Want to learn more how financial analytics can give you better insight into your cash position?

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