

# CONTROL, CLARITY, CASH: FROM LOSSES TO LASTING PROFIT

## BACKGROUND

A \$30+ million supplier of equipment and support services to community and mid-sized banks, the company had a strong customer base and steady sales growth but was struggling to translate that success into profitability and sustainable cash flow.

Despite increasing sales, the company was showing losses and facing a critical line of credit renewal. Slow and often inaccurate financial reporting left leadership feeling like they were running the business in the dark.

## SOLUTIONS

Through our discovery process, we identified and implemented the following strategies:

- Introduced purchase controls and KPI tracking for inventory and labor efficiency.
- Established gross profit benchmarks for all new sales proposals.
- Placed a fractional CFO and controller to oversee monthly financials and KPI performance.

## CONCLUSION

By bringing visibility, accountability, and structure to operations, this company transformed its financial position—turning cash flow strain into sustainable profitability.



## AT A GLANCE

### Challenges

- Inefficient internal reporting and lack of timely data
- Poor inventory controls tying up cash
- Sales discounts eroding margins
- Labor inefficiencies across divisions

### Benefits

- Went from (\$1M) in losses to \$3M in profit within one year
- Achieved turnaround with only a 10% increase in sales
- Secured critical bank financing through improved cash flow and reporting discipline

***Save money, make money, stay out of  
trouble, have fun.™***