The Secrets to Surviving the Tough Months

Grow Your Business

Presented by...

Bob Popyk & Alan Friedman
Why the two of us guys?

Friedman has 40+ years experience providing accounting, tax, business valuation & consulting to the music retailing industry
- Speaks at NAMM, RPMDA, NASMD and other industry events
- Premier writer for 20 years for “Music. Inc. Magazine”
- Plays guitar in the all-CPA rock band “The Accounting Crows”

Popyk has 50+ years experience providing sales, marketing, advertising & event consulting to the music retailing industry
- Speaks at NAMM, RPMDA, NASMD and other industry events
- Premier writer for over 30 years for “Music Trades Magazine”
- Plays the accordion for anyone who will listen
What’s a “tough” month?

• Can’t make payroll
• Can’t pay taxes
• Can’t pay the bank
• Can’t pay rent
• Can’t pay key vendors
• Can’t pay your accountant
Some quotes to remember…

“The greatest pleasure in life is doing what people say you cannot do.”

“Most of the important things in the world have been accomplished by people who have kept on trying when there seemed to be no hope at all.”

Dale Carnegie

“The ultimate measure of a man is not where he stands in moments of comfort and convenience, but where he stands at times of challenge and controversy.”

-Martin Luther King, Jr.

“Tough times don’t last; tough people do.”
Here are “the secrets” To Surviving the Tough Months
“October. This is one of the dangerous months to speculate in stocks. The others are July, January, September, April, November, May, March, June, December, August and February.”

Mark Twain
1. Set Some Goals

(“hope” is not a marketing strategy)
2. Blow Out Old Stuff
$400,000 of Inventory

- $220,000 (55%)
- $80,000 (20%)
- $60,000 (15%)
- $40,000 (10%)
“What’s the big deal if my inventory has been sitting around for a while?”

Consider the costs...

$ Purchase & shipping
$ Merchandising & retail ready
$ Rent for retail space & warehousing
$ Data tracking & pricing
$ Physical inventory taking & security
$ Financing & floor planning
$ Property tax
$ Shrinkage, pilfering & breakage
$ Labor costs to do many of the above

The analysts say...

“Any item that’s been sitting around for one year has now cost you 30% more.”

$1,000 + 30% = $1,300
$350,000 of Inventory

- 1-60 Days: $150,000 (43%)
- 61-120 days: $60,000 (17%)
- 121-180 days: $90,000 (26%)
- 181+ days: $50,000 (14%)

$400,000
3. Get Your Staff Involved...

• Who do you know?
• Who do they know?
• Who can you know?
• The magic of snail mail
• Go where the people are
4. Save for that rainy day
5. Host a Clinic or a Concert
6. Manage debt to get out of debt
“If you learn to sell, it’s worth more than a degree. It’s worth more than the heavyweight championship of the world. It’s even more important than having a million dollars in the bank. Learn to sell and you’ll never starve”.

George Foreman

7. Teach selling skills
| 17 | 8 | 13 |

these are difficult times
OPPORTUNITY IS NOWHERE
Opportunity does not knock, it presents itself when you beat down the door." – Kyle Chandler
Any Questions for Bob & Alan?
Bob & Alan say...

“Rock On...and have a great show!!”