
THE SPECIAL ADVISOR TRAINING PROGRAM

FOUR QUESTIONS FOR GETTING TO THE HEART OF THE MATTER

The next time you are speaking with a business owner, be they an existing client, someone you would like to help, or simply a friend or acquaintance, ask them these four questions:

Question #1:

Do you build retained earnings in your company every year from profits?

Question #2:

Do you provide shareholder loans to your business?

Question #3:

Do you finance fixed assets with your own cash?

If they say yes to even one of these, ask them:

Question #4:

How will your business ever be able to pay back even a portion of this capital?

WHAT WILL YOU DO WITH THE ANSWERS YOU GET?

If you are reluctant, uncomfortable...

Most financial advisors do not have the answers to these questions. Even accountants do not know how to deal with these issues.

Contact us and we will help you figure what to do with these answers.



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