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News

Accountants to provide cash-flow coaching service

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WHAKATANE accounting business Quay Accountants has joined forces with a Australian business coaching firm, 10X, to help Bay of Plenty businesses improve their performances and to succeed.

Quay Accountants has been selected by 10X to bring the 10X Coaching Club and other mentoring services to business owners.

Business owners already rely on their local accountant to help them in areas such as reporting, tax and compliance, but according to Quay Accountants director Mark Jenkins what they really need is a proactive accountant who can assist them with growth strategies, improving cash flow, increasing profits, asset protection and succession planning.

He said by forming a partnership with 10X, Quay Accountants was able use the combined knowledge and expertise of one of Australia's top industry performers and business mentors, to propel businesses to a much higher level of performance.

"For too many years we've seen small to medium size business owners sacrifice far too much for their business, sometimes to the detriment of their personal lives and not receive the rewards they deserve," Mr Jenkins said.

"10X means that Quay Accountants, can help more clients achieve the growth and lifestyle they've always dreamed of."

Mr Jenkins said one of the reasons that the Coaching Club model was so successful is because it gives business owners a professional circle of support, structure and accountability.

"Cash-flow in a Crisis" is the first in a series of events to be co-hosted by 10X Bay of Plenty and Quay Accountants. According to Mr Jenkins, "a staggering 92 per cent of business owners frequently stress about cash flow, and a significant number often have to source additional funding, reduce their operations, and even take pay cuts".

"Cash-flow is a major concern for business owners, because even profitable businesses can go broke from cash-flow mismanagement," Mr Jenkins said.

"This workshop will help business owners strategically manage their cash-flow, which, in the face of the economic downturn, is more critical than ever for the survival of businesses."