

THIRD SPACE
ACCOUNTANTS



**HOW TO KEEP
THE CASH**
flowing
THIS CHRISTMAS
A GUIDE FOR BUSINESS OWNERS

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MERRY Christmas

Turn the page for Harry's top cashflow tips!



Christmas is coming, and we know it's not all tinsel, cookies, and whiskey for business owners... The holiday season can bring cashflow challenges, with slower payments, holiday expenses, and the year-end rush adding to the pressure.

We sat down with our office mascot Harry 🐾 to collate our team's top **7 strategies** to boost cashflow and bring peace of mind this Christmas.

We're here to support small business success and help you enjoy the best of summer this silly season, so let's get amongst it!





01

OFFER PRE-CHRISTMAS PROMOTIONS

- **Purpose:** Encourage your customers to buy before the December slowdown.
- **Example:** A boutique in North Brisbane ran a “12 Days of Christmas” sale, offering discounts on high-margin items to boost revenue while maintaining profitability.
- **Opportunity:** Consider what sales or special incentives you can promote to your current clients or email database, to maximise pre-Christmas bookings. 🎄

02

PROVIDE FLEXIBLE PAYMENT TERMS

- **Purpose:** Make it easier for your customers to commit to large purchases.
- **Example:** A gym equipment supplier introduced “buy now, pay later” options, boosting sales and creating steady cash flow through Christmas and beyond.

Note: partner with third-party finance providers to offer flexibility to your customers while reducing accountants receivable risk to your business.

03

MANAGE STOCK LEVELS STRATEGICALLY

- **Purpose:** Avoid tying up cash unnecessarily over the slow period by reducing stock levels and delaying new inventory orders where possible.
- **Example:** A retail chain reviewed their sales data from past years and reduced orders on slow-moving summer items, freeing up cash for essentials.
- **Opportunity:** Review what stock is mission critical over the upcoming months and utilise surplus or expiring stock in your pre-Christmas sales promotions.

04

INVOICE IN ADVANCE OR AUTOMATE

- **Purpose:** Collect as much of your receivables as possible prior to the break.
- **Examples:** A local tradie now uses automated invoicing to ensure clients are billed immediately after a job is done. 🛠️ A digital agency issued all invoices due in late December/early January at the beginning of December, with an offer for clients to receive a 5% discount if they paid the bill before Christmas. 💰
- **Opportunity:** What can you do now to ensure you are paid over this period and reduce the stress of uncertainty over the holidays?



05

USE TECHNOLOGY TO TRACK CASHFLOW

- **Purpose:** Get real-time insights to inform your decisions. ⚙️
- **Example:** A retail group used cash flow forecasting software to anticipate shortfalls and take early action in conjunction with their accountant.
- **Opportunity:** Do you have access to the right data in your business? If not, it's time to explore the options to empower your success (and reduce stress)!

Note: Our clients love seeing their business financials in an easy online snapshot, with visual graphs and representations, along with key recommendations.

➔ ASK US ABOUT THE RIGHT SOFTWARE TO SUPPORT YOUR BUSINESS SUCCESS

06

PLAN YOUR CHRISTMAS BUDGET EARLY

- **Purpose:** Overspending during the festive period can lead to cash flow crunches later... prepare your budget now so that you can start the New Year strong. ✨
- **Example:** A manufacturing business realised they wouldn't have enough cash reserves to make payroll over the holidays, due to unpaid invoices...!! They decided to delay all scheduled plant repairs, put a short-term "freeze" on expenses, and prioritise debt collection.
- **Opportunity:** Where do you need to make some tough decisions now in order to maintain business viability over Christmas? 😞

07

BOOK A CASHFLOW CONSULTATION

- **Purpose:** Expert advice can uncover blind spots and opportunities.
- **Example:** **Third Space** helped a small construction business restructure their tax obligations and renegotiate supplier payments, freeing up \$20,000 in working capital over the Christmas period to keep the business solvent.
- **Opportunity:** Take time out of running the business to get an eagle-eye view and professional guidance on the best course of action from our expert team. 🔍

NEXT STEPS...



Book your cashflow consultation.

Our team at **Third Space** can run cashflow diagnostics, reports, and forecasts for your situation, as well as provide tailored advice & recommendations.

Let's be real: business can be tough, and if you're doing it solo then you're probably not having as much fun(!) or making as much money as you could be... 🙄

We can help business owners like you to not just survive the silly season, but **thrive**.

Contact us today to book in a consultation and review next steps for your business, by emailing: hello@thirdspacehq.com

