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PRESS RELEASE

NEW BOOK IS AN ESSENTIAL READ TO IMPROVE PAYMENT TIMES FOR SMALL BUSINESSES

‘How to get paid on time without ever losing a customer - in 5 simple steps’

Getting paid in a timely manner is one of the biggest problems facing small business owners in today’s economy. According to Xero, 40% of invoices are paid late; almost half of small business invoices aren’t paid before 60 days.

Delayed payments hurt more than just the business says Xero. Late payments are responsible for many cash flow shortages. When cash flow is short or non-existent, small business owners can struggle to pay their suppliers, their staff and themselves. To survive, they may have to resort to borrowing, sometimes securing the loan on the family property. If they still struggle to get paid, then they can lose their business and more...

Governments in Australia and the UK recognize the hardships late payments cause small business owners and initiatives are in place to prompt larger organizations to pay within 30 days.

But unfortunately, no-one can MAKE someone pay their bill...

In her new book GET PAID! Jan Reeves shares the same simple techniques she used to get her customers to pay on time to enable her to self-fund her own business for 15 years.

The book focuses on the 5 simple steps her part time administrator took that made sure invoices were paid on time – and they never lost a customer:

1. Set customers up for payment success: exactly who is going to pay your bill and why?
2. How to feel 100% confident asking for payment: knowledge is power
3. Know exactly what to say, when and to whom, to get paid on time
4. Minimize problems that cause payment delays
5. Red flags: how to spot a danger sign and what to do about it

Based entirely on customer service, this simple 5 step process completely removes the guilt factor many businesses owners experience when asking their customers to pay, and thereby significantly improve payment rates.

It’s all about ‘knowing how to ask for payment politely’ said Jan.

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Testimonials

Acknowledgements for Jan's book already include:

'Literally, GET PAID! is the super-game-changer that small business has been waiting for.' Tony Hall

'This book should be compulsory reading for all business owners...business needs this book!' Greg Savage

'...shows how you can get paid and enjoy your business and your customers.' Terry Ledlin

'This book really is life changing and saves your business'. Emma Small

'GOLD!' Rico Soto

'...a few of Jan's simple strategies and they pay...' Aideen Gallagher

'Jan Reeves really knows this stuff... we immediately applied and brought in close to \$50k in the following week' Glen Carlson

'... I can actually get paid AND improve and strengthen our customer relationships...' Melissa Robson

'I wish I had GET PAID! thirty-five years ago'. Andrew Griffiths

About JanReeves

Before working with small business owners to improve their cash flow, Jan established her first business in 1996.

Because her customers all paid on time, she was able to focus entirely on growth and profit and sold the business to an ASX listed company 15 years later when it reached a turnover of \$12m.

She now divides her time between her homes in Sydney, Australia and South West France.

More information and tips from Jan are available at www.janreeves.com

For media enquiries contact Jan Reeves on 0499 078 999 or jan@janreevesconsulting.com

