

## *Financial training For non financial staff*



*The financial training specialists*

### **Invoicing everything? (profit)**

One of the easiest ways to cause problems for your business is to do work, and then fail to invoice it.

This isn't about always adding extras to the invoice (that's just a good way of alienating your customers!), it's about invoicing what was agreed and has been done.

Some businesses manage to find a middle way between these two extremes, some don't. I stayed at a Hilton hotel recently – they failed on both counts.

The client booked the hotel, using their corporate discount rate (still 50% more expensive than Premier Inn, my usual hotel of choice). But breakfast was extra (and very expensive), Wi-Fi was extra (free at Premier). Parking was £12 a day (usually free at Premier). A room service pizza was not only expensive, but there was a £5 surcharge (tucked away in very small print).

So I left feeling ripped off: the eventual cost was 50% more than the (already expensive) headline rate.

But then they committed the other error too. Having validated my car park ticket, and taken my room number to charge it, they failed to add it to the bill!

So in your business, do customers feel they're getting value for money, or do they feel they're being taken for a ride? If it's the latter, they're unlikely to come back.

And do you have holes in your invoicing process? If you do you'll have an uncomfortable hole in your profit. Remember: 1% extra on the top line can be 5% extra profit!