



RESULTS NOT REPORTS

AMERICAN MANAGEMENT SERVICES

WHOLESALE FLORIST CASE HISTORY #5517

Client Profile

Family-owned wholesale florist in business 40 years with 20 employees and four principals. American Management was brought in to aid this \$6 million company with severe accounts receivables problems, organizational and planning issues, and low employee morale.

Programs Implemented

- Lowered past-due receivables, developed and implemented a system so problem would not reoccur
- Identify responsibilities of principals and employees to avoid overlapping
- Instituted planning procedures and aggressive goals

Results Achieved

- Developed and implemented comprehensive, effective credit and accounts receivable system
- Converted larger outstanding accounts to notes or signed payment agreements
- Controlled smaller accounts with a standardized procedure for calling
- Developed job descriptions and general management guidelines
- Created compensation plans tied into performance evaluation and profit performance
- Established sales incentives and targeted specific accounts and territories for growth
- \$1.4 million additional revenue by adherence to plan

CHALLENGES

BEFORE

AFTER

RESULTS

ACCOUNTS RECEIVABLE	Poor Management	Increasing
LACK OF PLANNING	Poor Management	Improved
EMPLOYEE RESENTMENT	Underpaid Perception	Performance

REDUCED BY	\$300,000
REVENUES	+\$1.4 Million
GROSS PROFIT	+\$50,000

3-YEAR CLIENT RETURN ON INVESTMENT 1898%