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## My 2 Cents on... Botox for Your Cash-Flow Business

***Insanity is doing the same thing repeatedly and expecting different results. It's high time you plump up your business and get the old wrinkles out. Here's a great way to get started.***

**A**re you taking your cash-flow business seriously? What are you doing differently this year to see more opportunities and close more deals than last year?

While the first question is probably not one upon which you reflect very often (if at all), the second one definitely deserves some consideration and a well thought out answer, if your response to the first one would be a resounding "yes, of course".

But doing things differently or even doing different things is not always as easy as it may sound. We are all creatures of habit and tend to hold on to what we know best or what

simply "feels good" within our comfort zone. And when the results of all we do are not as desired, at least we find comfort in knowing that we did our best. After all, even Winston Churchill described success as going from failure to failure without loss of enthusiasm.

But maybe now is the time to change that paradigm and Churchill's definition of success. Instead of being content with "just doing our best", perhaps we ought to do what is necessary to achieve our goals. You probably all know very well what your cash-flow business needs and what you need to do more or less of to beat last year's results and to be more successful this year.



That notwithstanding, here is a suggestion for an excellent opportunity of which you may not have thought yet. From May 9 to May 12, The International Factoring Association (IFA) is hosting its annual factoring conference at the Fontainebleau in sunny Miami Beach, Florida.

This is hands down the single best opportunity for you to join your industry peers for expert-led education, informal discussions and invaluable networking at the largest gathering of commercial finance professionals in the world.

This year's conference will focus on positioning you and your business for the future. Attendees representing every sector of the industry will come together to seize new business opportunities, strengthen partnerships, and discover the latest trends in the commercial finance industry.

Whether you want to connect with peers, develop new friend- and partnerships, polish your professional skills, spark your imagination at a groundbreaking keynote, or meet new vendors in the exhibit hall, IFA's 24th Annual Factoring Conference will have something for you that you won't find anywhere else.

Just think about how much time and money you would need and how cumbersome it would be to meet senior representatives of

that many funding sources from all across the nation and overseas live and in person.

Why is meeting these people important? Two words: Education & relationships!

Wouldn't you want and even need to get to know the companies and people with whom you could and should work and learn everything you can about them? Of course, you would! How else would you know who is best suited to work with you on any particular deal and prospect? How else would you get more deals closed?

But what's more, they want to get to know you, too! Why? Because the core of the cash-flow business is not money! Money is just the product. The essence of the cash-flow business is all about people and relationships, and relationships within the cash-flow industry are the grease that makes the wheels not only turn but also turn faster and more easily.

A good, personal relation can make the difference your deal landing at the bottom or on top of the work-in-progress pile of any funding source. It can be the difference between getting a complicated deal closed and not even getting a shot.

And there is simply no better, more effective, and more efficient way to build new or foster existing relationships than at the IFA



conference this year. None. Period. Imagine you knew no one on arrival. Three days later, you walk away with your own Rolodex (read Smartphone) filled with information and contact details of about eight hundred representatives – from more than four hundred funding sources – you could have actually met in person!

Yes, it's that big, but apart from priceless networking opportunities and informal discussions with the relevant people, the sheer amount and superior quality of expert-led speaking sessions, panels, and round-table discussions are nothing short of exhilarating. And as always, there will be many “wow-I-did-not-know-that” moments chock-full of news you can use. You'll walk away with new friends, perspectives, and knowledge, totally motivated, and with a brighter outlook on the future of your business.

To your success,

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Again, if you take your cash flow business seriously, you really owe it to yourself and your business to come and hopefully meet us at the conference! As an owner of a factoring company myself, long-time member of the IFA, previous exhibitor, and conference attendee, I can honestly say that this is truly the place to be, and I would really like to see you there very much! How much? Well, let's say enough to double your commission on our first deal together – if you remind me at the conference.

And of course, it's not all “strictly business”. There are plenty of social events on the agenda as well. Although, who doesn't want to do business on the golf course, right? By the way, did I mention Miami Beach in May...