

How to grow by getting out of the financial weeds

Realistic
strategies for
specialty food
businesses

bill



Meet
your
speaker



JC Franzen

Director, Product Mgmt, BILL

Growth adds complexity fast



More customers



More orders



More moving parts

The
Reality of
Growth



The real challenge:

**You deliver
the product
before you
get paid**



Create consistency and visibility



Digital invoices



Built-in payment options



Automated reminders

What
Works



You pay before you get paid



Ingredients



Production



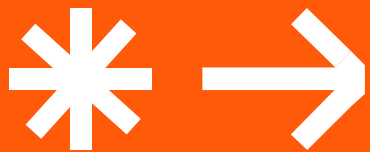
Packaging

→ Then you wait for revenue

THE CASH
FLOW GAP



What **visibility** gives you



Clarity

Confidence

Control

WHAT NEEDS TO CHANGE

Systems over
← * **manual effort**



Standardize



Simplify



Automate

Key takeaways



Get paid faster
→ spend less
time chasing



**See your cash
clearly** →
make confident
decisions



**Find your right
tech stack** →
get back to
your passion

Thank You

Visit BILL at booth #1143

Want the proof?

Get it by scheduling and attending a demo and you'll also get a \$200 Amazon.com Gift Card.*



Scan to book demo
bill.com/sfa

