

# Optimizing Communications Thru Mailing, Printing, Digital & Logistic Solutions

## 5 Tips to Help Reduce Business Expenses

If you're like us, you're constantly looking for ways to cut costs, reduce overhead and improve cash flow. Here are 5 practical tips that can have a big impact on your bottom line.

### 1. **Manage Receivables**

This is typically a challenge area for companies but without diligent management, they can easily get out of control. Here are a few basics that can be incorporated that can make a significant impact to reduce outstanding receivables.

- Issue monthly statements
- Call companies with invoices that are more than 60 days overdue. These calls can be done on a bi-weekly basis.
- Hire a Credit & Collections Management resource to handle very bad payers. Using your internal resources to chase down bad payers is not always efficient. Let the experts handle them.

### 2. **Reduce Utility Use**

As cost for electricity creep up, it becomes more important not to be wasteful. On top of this, older buildings may be energy inefficient. Consider the following:

- Unused rooms are often lit and heated/cooled when not in use. Encourage employees to turn off lights in less-used areas of your office. Install motion sensors so lights automatically go out when the room is not occupied. This can save up to 15% on your bill.
- Use energy-efficient light bulbs when possible. They use 80% less electricity and last about 10 times longer than a traditional light bulbs.
- Turn down the thermostat. Every 1° saves about 8%.
- Have an energy check done in your office to detect inefficient windows and doors and make necessary repairs.

### 3. **Reduce Paper Usage**

Paper is everywhere in offices but significant reductions can be made in a number of ways:

- When printing necessary documents, select 2-sided print. While not reducing the amount of paper you use in half, you can easily save 25—30%.
- Scan rather than print documents. Saving important paperwork electronically not only saves paper but also the physical space needed to file and store them.
- Utilize electronic billing. Not only do you save on materials and postage your customer's will appreciate the added convenience of receiving invoices and documents electronically. We offer a number of options for more efficient document handling.

#### 4. Evaluate Mailing & Shipping Expenditures

When moving at the speed of business, getting packages and mail out quickly is a must. However, you can get fast delivery without paying the highest rates.

- UPS shipments within a state are typically delivered the next day. By designating regular ground shipping you avoid paying for overnight delivery while still getting your package delivered next day.
- FedEx and UPS are required to provide a refund if packages are not delivered on time. This doesn't always happen. Monitoring delivery reports can help you recapture as much as 3% of expenditures. We have tools that will audit your shipping and help you recapture refunds that you are due.
- Utilizing a mail machine provides discounts not available in local post offices. First-Class metered letters cost 46.5¢ vs. the retail 47¢. Even larger discounts are available through commercial rates. Contact us for more information.

#### 5. Lease Equipment

Equipment is necessary to run a business. Rather than purchasing equipment, consider leasing it. This avoids large upfront capital expenditures and provides savings over the life of the equipment. Repairs, upgrades and maintenance are typically covered in lease agreements, taking the worry, hassle and cost out of the equation. We offer a wide variety of mailroom equipment that will improve your productivity and reduce costs.

These are just a few areas that can provide significant cost savings to any size business. CMS provides tools to help identify where you can save money and operate your business more efficiently. For a [FREE Analysis](#), call us today at **303-761-0681**.