



GG&G's Newsletter for Architects, Engineers & Designers

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Preserving Cash Flow

The economic disruption caused by the Covid-19 pandemic has been sharp, steep and sudden. With significant portions of the business world either shuttered or forced to work remotely, revenue streams have been impacted across the board. It is imperative that you take steps to monitor cash flow to help protect your business. Click read more for seven steps you can take preserve your cash flow.



[READ MORE](#)

Strategy Session: The Importance of Understanding Your Customers with Bryan Pearce

We are pleased to bring you the next article in our "Strategy Session" series by Bryan E. Pearce, Gray, Gray & Gray's Director of Strategic Business Planning. Discover proven, accessible approaches to thinking strategically about your business in order to make more informed decisions, with a focus on the six business drivers that will put you in a position to succeed.

FEATURED ARTICLE: [The Importance of Understanding Your Customers](#)

"If you don't have a customer, you don't have a business" - Craig Heatley, Founder, Rainbow Corporation & SKY TV, New Zealand

Leaders of successful high-growth businesses fully understand and appreciate the importance of really understanding their customer relationships. They are able to clearly articulate the "Unique Value Proposition" that resonates with existing customers, which will also be attractive to prospective new customers.

How do you determine if you really understand your customers? You should be able to clearly answer these five questions about your existing customers. If not, you may wish to get to know them better!



[READ MORE](#)

New Webinar Just Announced in Our COVID-19 Webinar Series!

Get Ready for the "New Normal"



An important free webinar series for all business owners and managers

WEBINAR #5: Get Ready for the "New Normal"

**Tuesday, April 21
1:00 pm - 2:00 pm EDT**

[REGISTER HERE](#)

The curve is flattening. The number of patients is falling off. New England's governors are planning to reopen the economy. The end of the crisis is in sight. But what will it look like? How can you prepare yourself and your

business for the "new normal" that will emerge from this extraordinary period of stress and sacrifice?

We have some ideas for you.

Join Gray, Gray & Gray leaders for this one-hour webinar to get a glimpse of what the future might hold.

[REGISTER HERE](#)

Watch Our Recent COVID-19 Webinar Recordings

Webinar #1: Steps to Take Right Now to Sustain Your Business

During this webinar, business management authorities Jim DeLeo, Bryan Pearce and Derrick Rebello from Gray, Gray & Gray give practical advice on what to do right now to help better position your business to survive the current disruption.

[Watch Webinar](#)

Webinar #2: Tax Relief, HR Issues & Cybersecurity Concerns

During this webinar, members of Gray, Gray & Gray's Human Resources, Tax and IT Leadership discuss how to manage your business during this difficult time

[Watch Webinar](#)

Webinar #3: Managing Investments in Turbulent Times

During this webinar, Gray, Gray & Gray's Jim DeLeo, MBA, CPA/MST is joined by private wealth management leaders Dan Romano, CPA, PFS, and Justin Klunder, CFA, from Gray Equity Management, LLC, for a special Q&A session focused on the impact of the coronavirus outbreak on individuals and the investment market.

[Watch Webinar](#)

Webinar #4: Unwrapping the "CARES Act" Federal Relief Package

During this webinar, Gray, Gray & Gray's Jim DeLeo, Kelly Berardi, Derek Rawls, and Brad Carlson explain the key components of the CARES Act and how it may affect you and your business.

[Watch Webinar](#)

Gray, Gray & Gray Coronavirus Response and Resource Page

As Coronavirus continues to impact our daily lives, including the way in which we conduct business, here you will find ongoing updates on Gray, Gray & Gray's response to the outbreak as well as important resources. At Gray, Gray & Gray, we remain committed to helping our clients and friends successfully manage their businesses and individual finances during this challenging time.



[VISIT RESOURCE PAGE](#)

It Takes More Than Numbers.

Gray, Gray & Gray is here to help you "Design and Build Your Future" by going beyond accounting services. We deliver the insight, knowledge and guidance to assist our architecture, engineering and design clients in achieving profitability and growth.

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BEYOND THE NUMBERS

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