

Distressed Acquisitions. Turnaround Advisory.
Interim Executive. CRO. Corporate Finance.
Lending.

Spotlight: COVID-19

It is difficult to recall anything in our recent history that has impacted the global economy in quite the same devastating manner as COVID-19. I went to my local, small town butcher today and was told to stock up: they are closing shop for a month, at least. That didn't happen in 2008 or with 9/11. This virus has changed the trajectory of literally every business in the world.

Many businesses are counting on another three months of complete or partial shutdown, followed by a slow rebuild. For most businesses, that means there are more real hardships to come.

If your business (or client's business) is scaled or shut down, is there something positive you can be working on to come back stronger than before? Is the unprecedented uncertainty of COVID-19 making business decisions impossible? Are you out of money, or do you expect to be out of money? Are you operating at a loss, every day?

This edition of the Sinclair Range newsletter is dedicated to helping business owners with these questions and more.

In addition to this newsletter and other content, we have been and continue to offer complimentary Zoom or phone consultations to any business, anywhere. We hope this is one small way that we can contribute to this battle. Feel free to reach out and book an appointment.

Scott Sinclair

Momentum

Momentum is everything in business. More than anything else, losing momentum is the very definition of a troubled company.

How do you maintain momentum, even during a crisis?

- Don't lose sight of your aim. You are in business for a reason; don't let this crisis take over your thoughts and cause you to forget your aim.
- Work as hard as possible every day. You already do this in normal times; a crisis is not an excuse to freeze up and stop working.
- Be positive and focus on positive things. By positive, I am not talking about happiness but, rather, anything that drives you towards your aim.

But I'm shut down, you say – how can I maintain momentum? We have provided some strategies in the post related to Momentum on our website, [HERE](#).

Positivity

The trick to a successful turnaround is to push aside negativity, fear and the pressures of the endless fires and, instead, to work towards your aim.

It's not easy. But, our post on our website, [HERE](#), provides a hack that may help you in this current crisis, or anytime that you feel overwhelmed.

Fight Flight Freeze

More often than not, companies facing a crisis like COVID-19 simply freeze in the face of incredible uncertainty. Critical decisions are not made early enough, or at all. And that leads to significant trouble.

Our post on our website, [HERE](#), provides a strategy for owners and managers to break the ice and regain momentum.

Cash Flow

We have re-posted to the top of our website, [HERE](#), a template 13-week cash flow model. There is not one medium or small business in the world that should not be working on their cash flow model right now, as a starting point to decide on critical matters such as staying open, scaling back, furloughing employees, negotiating with their bank and suppliers.

Liquidity Webinar

Scott Sinclair will be a panelist on Gowling WLG's webinar: Strategies To Help Businesses Deal With COVID-19 Financial Liquidity Issues. The webinar is Tuesday, April 7, 2020, at 12:00 p.m. EDT. You can learn more of the agenda and other panelists on our website, [HERE](#). You can register for free directly with Gowling WLG, [HERE](#).

Martinis With Scott

There is a lot of recent content on the Martinis With Scott channel on [YouTube](#) and [Apple Podcasts](#) related to all of these topics and more. There is a dedicated playlist for COVID-19 related business advice, [HERE](#), and there will be more to come as this crisis extends. Please subscribe and feel free to share the content with business owners that need the help right now.



Helping business owners, management and entrepreneurs win at business. The ultimate business show on YouTube and select podcasts.



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About Us

We exist to help businesses transition - businesses going through a period of high growth, struggling with under-performing operations or in financial difficulty.

We consider ourselves a rapid response professional team, uniquely capable of dropping into difficult situations to make positive change.

We define success as saving jobs.

Acquisition

We invest to acquire control or significant influence in troubled businesses and assets located in the United States and Canada. We are industry agnostic.

Advisory

We are hired to actively assist existing management teams facing tough challenges. We combine financial, operational and banking expertise into a single seamless service package, focused on:

- ✓ Turnaround Advisory
- ✓ Interim Executive
- ✓ CRO
- ✓ Distressed Mergers & Acquisitions
- ✓ Corporate Finance

Lending

In limited circumstances, we provide financing solutions to small businesses unable to access traditional bank financing. We are creative and quick and can couple financing solutions with advisory services and/or a plan to acquire the business. We consider:

- ✓ Turnaround Lending
- ✓ Bridge Loans
- ✓ DIP Financing
- ✓ Operating Capital
- ✓ Receivable and Inventory Solutions

Partner

Want to partner with us on one or multiple transactions? Feel free to contact us to discuss.

Contact us

To learn more about Sinclair Range, please visit us at SinclairRange.com

Have a specific enquiry or opportunity? Email Ashley: akerrigan@sinclairrange.com



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