

*2008-11-05 CFO.Com*

**Summary:**

In addition to providing 10 types of questions IROs are likely to face at upcoming earnings calls, this article points out that many companies simply can't offer meaningful top-line projections given current market uncertainty. The article reports that a recent study shows 64% of S&P 500 companies provided guidance, but only a third of these companies provided quarterly guidance. The rest were only issuing annual guidance.

The article recommends focusing on some non-conventional issues, such as funding. Skittish investors may be relieved to hear "the company doesn't need access to the credit markets because it's in cash-generation mode, has no significant capital expenditures to make, or has a credit facility that isn't slated to be renegotiated for two years." While items like these aren't usually discussed during earnings call, highlighting them now makes sense.

The article strongly advises against just running with the same old script. Above all, analysts and investors are looking to see that the company has a grasp of the situation and is responding effectively. Right now, that means doing things different.

**Link to Original:**

[http://www.cfo.com:80/article.cfm/12552179/c\\_12552261?f=home\\_todayinfinance](http://www.cfo.com:80/article.cfm/12552179/c_12552261?f=home_todayinfinance)

CFO Magazine is designed for financial executives with print editions for Asia, China, Europe and the U.S.

**Original Title:**

Ten Top Earnings-Call Questions

---