

Mar"key"t place

It seems on a regular basis we hear a "no" from a service oriented company in our daily activities. Let us start this new 2006 year with a higher calling to customer service. Here are some actual examples of "no" we have experienced:

- When requesting an additional report for clarification on some entries in a Wachovia account, we were told, "It's not in our job description."
- Orange National Bank was bought out by Citizen's Business Bank.



Citizen's promptly called in a long standing credit line with a client. Six months later Citizen's offered the same client a new credit line.

- Bank of America repeatedly fails to honor the request of a customer to list checks in sequential order on the bank statements. Instead BofA sorts the cancelled checks in sequential order.

• Holiday Inn tells a third party booking agent they have rooms available. A client makes a reservation through the third party; they arrive at Holiday Inn and are told the hotel is booked for the next two nights. At 6pm, Holliday Inn sends the client into the cold night without a room.

- Here is a list of some companies that follow their "no" answer with "it's our policy..": CapitalOne, BofA, Wash. Mutual, Union Bank, Wells Fargo, Citibank, Gas Company, Verizon WrIs

Next month we will discuss how not to say "no" to your customers.

Quote

Moses said, "Oh Lord, I have never been eloquent..."
—Exodus 4:10

Q&A

Client: What is my new SUI rate?

bkc: Each December the Employment Development Dept (EDD) sends out a notice to all employers reflecting their new 2006 SUI rate. As you may know, SUI, State Unemployment Insurance, is based upon each employer's "experience rate" meaning how many unemployment claims your company has had in the last calendar year. More on this next month.



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**business-keepers
Consulting**

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**2210 Pacific Ave, Suite K1
Costa Mesa, CA 92627
(714) key-8-key phone
(714) key-8-535 fax**

www.business-keepers.com

ACCOUNT-ABLE

Let us discuss the changeover from a manual to a computerized accounting system starting with beginning balances for each account that is active in the manual system. Here is an example of a manual reconciliation of your Oct 31, 2005 bank statement in order to establish a November 1st *beginning bank balance* in Quickbooks Pro, an accounting software:

- Bank statement ending balance as of 10/31/05: \$15,222.53
- Checks written in November start with # 3237. Therefore any checks numbered prior to 3237 are considered outstanding (as of 10/31/05) and should be subtracted from \$15,222.53:

Ck 3225 for \$ 25.00

Ck 3227 for \$100.00

Ck 3230 for \$ 30.00

Ck 3236 for \$300.00

Total October checks equal \$455.00. Subtract

\$455.00 from

\$15,222.53 =

\$14,767.53.

- Add any deposits that were not on the October bank statement, but you know were taken to the bank by that date. In our example let us say one deposit for \$2,344.92. Now add this to \$14,767.53.

- Your ACTUAL bank reconciled checkbook balance as of 10/31/05 is \$17,112.45. THIS is the beginning balance you enter into QB for November 1st.



Calendar

Sunday, January 1st

New Year's Day (observed Jan 2nd)

Monday, January 16th

*Martin Luther King, Jr Birthday
and*

*Last 2005 estimated tax payment
due for personal taxes*