

We rescue your books.
 (714) key-8-key
 (714) key-8535 fax
 www.business-keepers.com

(2/2/1709 British sailor Alexander Selkirk is rescued after being marooned on a desert island for 5 years, his story inspires "Robinson Crusoe")

Mar"key"t place

One of the keys to successful marketing is knowing your customer. Perhaps your market is young married couples, or "yuppies." These might be your bread-and-butter customers but consider senior citizens.

Our seniors are making up more and more of our market and we can specifically target their needs with our products and services. Take for example, Home Depot. They have partnered with AARP to put labels on senior citizen friendly items in their stores. What can you do to better target this growing senior population? Consider giving them a straight or special day discount. Perhaps highlight certain services such as programs that help them with routine maintenance on their home equipment or their cars. Give your seniors that special attention and they'll appreciate the recognition.

Q&A

Client: How can I prepare my office for an emergency?

bkc: Have a list of emergency contact numbers posted in an area where everyone can see it. Put together a first aid kit, flash lights, a battery powered radio, and water on hand in case of a major catastrophe. Be prepared: your employees may not be able to go home right away.

Business-keepers Consulting

establishes company accounting & office management systems.



(2/9/1877 US weather service established)

Last month's issue we talked about the potential for deposits not matching sales because of employee mishandling. Here are a few ways to insure your employees are handling cash honestly:

- Make a system yourself for managing cash. Don't let them create their own system. You establish how the sales are going to be recorded and how the cash will be handled. Create a system using Quickbooks and/or a spreadsheet format whereby sales are entered and the monies received against those sales are accounted for.
- Create another system for the actual depositing of the monies in the bank. For example, once the sale is recorded and the money recorded as having been received, you should have a form for the actual deposit. This deposit should match the sale even if there are several customer receipts involved. We suggest having your employees make copies of customer checks, and a receipt book for cash monies.
- Have a system for weekly and monthly verification of the deposits.

We'll cover other tips next month.

KEEPING LEDGER

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Quote

"All kinds of animals, birds, reptiles and creatures of the sea are being tamed and have been tamed by man, but no man can tame the tongue.
 —James 3:7-8

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Calendar

- Saturday, February 12th
Lincoln's Birthday
- Monday, February 14th
Valentine's Day
- Monday, February 21st
Presidents' Day (Observed)
- Tuesday, February 22nd
Washington's Birthday