

## Mar"key"t place

"No" seems to be in a lot of company's vocabulary. We want to make 2006 a "yes" year for you and your customers.

Of course we don't mean to promise your customer the world when you can't actually give it to them. However, there are ways to accommodate the customer's request. Here are two things to consider instead of saying "no":

- Reply with, "Let me look into it." This allows you time to research the answer to your customer's question instead of giving them a patent "no." If after thorough research you find you can't fulfill their request, at least the customer feels like you tried.

- Offer an alternative solution with a "maybe." A lot of times the customer doesn't know there are options. Instead of saying "no," suggest alternatives that are close to what they requested. In last month's example, Holiday Inn should have found another hotel for the customer instead of sending them out in the cold with no where to go. Though you might be sending them to the competition, they will remember that you did find them an answer. And perhaps they will like you more for having experienced your competition. (Motel 6 is an answer but you surely are the better hotel).

We will continue this road to "yes" in next month's issue.



instead of giving them a patent "no."

If after thorough research you find you can't fulfill their request, at least the

customer feels like you tried.

A lot of times the customer doesn't know there are options. Instead of saying "no," suggest alternatives that are close to what they requested. In last month's example, Holiday Inn should have found another hotel for the customer instead of sending them out in the cold with no where to go. Though you might be sending them to the competition, they will remember that you did find them an answer. And perhaps they will like you more for having experienced your competition. (Motel 6 is an answer but you surely are the better hotel).

We will continue this road to "yes" in next month's issue.

## Quote

If you love those who love you, what reward will you get? Are not even the tax collectors doing that?

— Matthew 5:46

## Q&A

**Client:** What is my SUI rate (continued from last month)?

**bkc: The EDD determines your SUI percentage rate based on your prior year's unemployment claims. The rate is charged per employee for the first \$7000 they make in the year. This unemployment tax is an employer expense only and does not affect your employees at all. You pay it with your state withholding and SDI taxes.**



# KEEPING LEDGER

The Official Newsletter of  
business-keepers consulting



Issue 2 February 2006 Volume 5

**business-keepers  
Consulting**

...the KEY to keeping business.

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

[www.business-keepers.com](http://www.business-keepers.com)

## ACCOUNT-ABLE

We are on the discussion of changing over from a manual to computerized accounting system using the software, Quickbooks Pro (QB).

After last month's issue you are now familiar with how to complete a manual bank reconciliation. The example balance we used was \$17,112.45. This is one account that can be entered as a beginning balance for QB.

If you start your changeover in a new fiscal year you only have to worry about entering beginning balances for Balance Sheet accounts (i.e.: Assets, Liabilities and Equity). If, however, you start somewhere within the fiscal year then you have to worry about loading in beginning balances for the Income and Expense accounts to get the full picture.

February is still a good month to start the changeover if your fiscal year started January 1st.

Remember, accounting is mostly a historical process, so you can start with entering January's data and catch up with today's entries thereby capturing all the accounting activity. Entering beginning balances in QB can be very basic. If you have a beginning balance in your checking such as the \$17,112.45, (a positive amount), we determined last month, then simply enter this amount as a deposit into QB dated 1/1/06 and code the offsetting side of the entry to Open Equity Balance (an account that QB created). More on this next month.



## Calendar

Tuesday, February 14th  
*Lincoln's Birthday*  
Monday, February 20th  
*Washington's Birthday and  
Presidents Day (observed)*