

## Mar"key"t place

We continue on our line of making this a "yes" year for your customers. Let us consider a couple more ideas for saying yes, instead of no:

- Don't box in your customer. Many times the customer has a request that falls outside your company's "box" of thinking. The usual answer to this is, "It's our policy to..." This really means that their request is denied because it is not your policy. We all know that policies were made to simplify procedures, however, be careful that your policy



is not at the cost of losing a faithful customer.

- Don't box your own company. Scenario: you have a loyal customer that has a special need that does not fall in your current parameter of business. However, this customer trusts you so much that s/he only wants to work with you regarding this special need. Don't box yourself out of an opportunity to grow. You already have your customer's trust and loyalty, all you need now is a little time and a learning curve. Many businesses have evolved out of necessity to change to the customer's needs. There is a vivid example of this in the movie Sea Biscuit where Jeff Bridge's character is a bicycle repair man who is asked to fix a steam engine on a car.

Next month we're going to cover another yes you can say: Making time to make time.

## Quote

The more the words, the less the meaning, and how does that profit anyone?

—Ecclesiastes 6:11

## Q&A

**Client:** Why is my SUI rate so high?

**bkc:** As we discussed last month, it is determined by how many unemployment claims have been filed against your company. Recently, we noticed one of our clients had a rate of 6.2% (very high; average is 3.4). To our client's surprise, he found out from the EDD that there had been many claims against his company. More details next month.



# KEEPING LEDGER

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## ACCOUNT-ABLE

We continue our discussion on entering beginning balances into Quickbooks (an accounting program).

If your beginning balance for your checking account is a negative one, then simply enter it as a "write check" in Quickbooks. Though this sounds strange, it's really simplifying the process. You see, there are only two things that happen in a checking account: either money comes in or money goes out.

If money comes in there are several ways to enter it in Quickbooks (Deposit, Receive Payment, Sales Receipt). We'll discuss these options at length throughout this series.

If money goes out, the easiest way to process it is through the "Write Check" mode in Quickbooks. By entering the money going out via a check, you allow Quickbooks to do the debits and credit of accounting for you.

All you have to know is that the money is coming OUT of a checking account (specified by you) and going into an expense account of some kind. Now in the case of the beginning balance being a negative, you would take it OUT of the checking and it would go against "Open Equity Balance," not an expense account.

Next month we'll discuss opening balances for Accounts Receivable.



## Calendar

Wednesday, March 15th  
*Corporate Tax Returns due*  
Friday, March 17th  
*St. Patrick's Day*  
Monday, March 20th  
*Spring Begins*  
Sunday, April 2nd