

## Mar"key"t place

Have you noticed how many "NOs" you hear these days? We continue our series on how to say YES to your customers.

Make time to make time to say yes to your customers. Here is a scenario we see more and more these days to illustrate the point: We placed an order for some product. At the time we placed the order, the vendor supplying the product was all gun-ho for our business. The initial meeting went well, lots of attention to detail and



promises. We placed the order. Then...nothing. No calls, no follow up. We wondered what happened to our

order and waited for responses to our inquiries. Finally, we got an answer: our vendor was at an expo marketing their business and didn't have time to follow up on our order. There in lies the irony. Our vendor was trying to get more new business when they weren't taking care of the business they already had.

Keep what you have. Many times we take for granted the customers we have in pursuit of obtaining new customers.

Studies have shown that it's actually easier to get additional business from existing customers than it is to elicit business from a new customer.

Next month: Educate your customer.

## Quote

T"The blood will be a sign for you on the houses where you are; and when I see the blood, I will pass over you. No destructive plague will touch you when I strike Egypt."

—Exodus

12:13

## Q&A

**Client:** Why does the EDD say I have many unemployment claims?

**bkc:** One of your employees was filing fraudulent unemployment claims for over a year WHILE she was working for you. How to avoid this? Make sure you don't place all control of your accounting into the hands of one person. Open your own mail, or call in your own payroll; stay involved. Report the fraud to EDD.



# KEEPING LEDGER

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## ACCOUNT-ABLE

Let us define Accounts Receivable: Money customers owe you for service or product already rendered.

The simplest way to record a beginning balance of A/R is to enter it into Quickbooks (QB) as a journal entry:

1. Go to Company (on the top menu bar of QB) and select Make General Journal Entries
2. Date: Use the beginning of the period that you are starting QB. In our ongoing example use 1/1/2006.
3. Entry No.: type Beg. A/R, then tab.

4. Account: type in Accounts Receivable and tab once.
5. In the debit column type in the amount that one of your Customer's owes you. Then tab over to Name.
6. Under the Name column: Type in the name of the customer. If you do not have the Customer name in your QB "list" you will be prompted by QB to add it on the fly. Once the customer is added tab until you are back under the Account column. (Notice that QB has brought down into the credit column the same amount you put in the debit column. This is because QB must balance out the entry).

7. Account: Open Equity Bal. The credit balance is entered by QB. Repeat for each customer that owes you money.



## Calendar

Sunday, April 2nd  
*Daylight Savings Time*  
*(set clock ahead)*

Thursday, April 13th  
*Passover*

Friday, April 14th  
*Good Friday*

Sunday, April 16th  
*Easter*

Monday, April 17th

*Personal 2005 taxes, 2005 returns  
& 2006 1st estimated tax payment due*