

Mar"key"t place

Hiding costs with a customer is an deceitful way to say "YES" when you really mean "MORE" and this results in a negative ending for a future sale.

For example, let's say you are in the business to sell hardwood flooring. You talk to a prospective customer and give them a rough quote of \$13 a foot but you don't mention it doesn't include a moisture barrier. Sure you said 'Yes' with the \$13 in the showroom, but they hear 'No' when you give them an additional cost for the



necessary moisture barrier .
Lesson to remember: When servicing your customers you want

to educate them in the process before the final sell. Otherwise you are going to hit them with all of these extra charges which will result in the loss of trust of the prospective customer with your "hidden costs."

Second lesson for this month on how to say YES instead of NO: Say 'I'm Here' to the business. We know people are busy and have a lot of business and personal things to which they need to attend, but remember this: You've spent a lot in advertising and marketing so when your phone rings, answer it. When you receive a fax or email, return it. If you can't do the work right away, let the client know and schedule them in; don't ignore them. If you don't want the work, let them know that to, so they are free to find another vendor.

Quote

"No, I insist on paying the full price. I will not take for the Lord what is yours, or sacrifice a burnt offering that costs me nothing."

1 Chronicles
21:24

Q&A

Client: What should be included in an employee handbook:

bkc: Here are some issues to include: office hours, overtime, industry standards for working hours (such as swing shifts, etc.), dress codes and personal grooming, (Disneyland details how long or short your hair can be), holiday/sick/vacation pay, confidentiality agreements (protect trade secrets), reasons for termination, and more.



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ACCOUNT-ABLE

We continue our trek to computerized accounting on a software like QuickBooks Pro. We're on to Fixed Assets, as discussed last month, which are large purchases your company made throughout the years that must be depreciated over a period of time. Let's assume you now have a list of the assets you have purchased over the years and for example let's say there are five purchases. Of those five there are three for different types of machines for your shop. Here is how we would set it up in QuickBooks:

Equipment

Drill Press \$ 4,500.00

Fabricator \$13,000.00

Laser \$ 7,900.00

In QuickBooks you would first set up the Equipment account as your "head" account, meaning you are not going to place any items in this account, it merely serves as a header and total for the sub-accounts. To set the Equipment account up, click on Lists, Chart of Accounts, and then at the bottom of the box, select Account, then New. The Type will be Fixed Assets. For Name type in Equipment. Click OK. Proceed doing the same for the actual three assets except after selecting the Type and Name, additionally select the box marked Subaccount of, then type in Equipment. In notes, enter the date of the purchase. Next month, more about assets.



Calendar

Thursday, June 15
2nd tax installment payment due
Sunday, June 18th
Father's Day
Wednesday, June 21st
Summer begins