

Mar"key"t place

We continue our discussion on closing the deal when the deal is a multi-leveled process.

The difficulty of long deals is at any time the process can unravel and negate the work you've completed thus far. To avoid that unraveling here are a few more tips to consider:

- Stay focused (continued from last month): It can be tempting to start another project and make that new project your priority. However, remember that the first job was your first priority at one time and it still must be finished with the same integrity as when you started it. In other words don't



start with a bang and end with a whimper. As they say in theatre, "Big Finish, Big Finish."

- Work well with others: If your multi-leveled deal requires you to work with other vendors for the same customer make sure you communicate well with these vendors because their schedule and performance can influence your work. Continuing with the contractor example, you hire a plumber for your job but the plumber shows up late, has an attitude and his work is shoddy. The customer will look to you to resolve these issues because the plumber will come and go but you are the customer's deal maker.

Quote

In everything set them an example by doing what is good. In your teaching show integrity, seriousness, and soundness of speech that cannot be condemned,...

—Titus 1:7-8

Q&A

Client: I have a bad employee; how do I go about firing her?

bkc: Let's just backup and state for the record: Take your time hiring someone; this will, in many ways, avoid a firing down the road. Do your homework, check their background, references (all of them), do a drug test (with their permission), give them the all important skills test (typing, writing, bookkeeping, etc). More next month.



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ACCOUNT-ABLE

Last month we discussed entering Equipment Assets to Quickbooks accounting software. This month we want to discuss a counter-account to the Asset and that is Depreciation.

The purpose of depreciation is to take the value of your Asset (ie: the purchase price) and expense it out over a period of time. So for example you buy a machine for \$50,000. You would code this purchase to the Equipment Asset account (as discussed in last month's issue). Then at year end you would take a portion of that \$50,000 (say \$10,000) and code it against a counter Asset account called Accumulated Depreciation (as a credit) and offset the \$10,000 to Depreciation Expense (debit).

The result is you only get to expense \$10,000 in depreciation on that \$50,000 purchase. This is the catch: you paid \$50,000 out of your checkbook but only get to write off \$10,000. See the

problem with depreciation? Why is it like this? The accounting theory is you paid a large amount for a machine from which you are going to get a long life, therefore that life should be spread out over a specified amount of years.

There's good news to Depreciation: there are several different kinds of depreciation methods which dictate how much you can expense each year. Your tax consultant will guide you through this selection and let you know how much to enter into Quickbooks for Depreciation each year.



Calendar

Early registration for Choc Walk
Please call us today to sponsor our walking team.