

Mar"key"t place

Last month we discussed an important, competitive edge—appearance.

We want to continue on this same vain, but we don't want to sound, well vain. Recently, one of our staff was with a client who was finalizing a major purchase. The salesman decided to "pop in" to see the signing of the papers. While our client was dressed nicely, as was everyone else in the company office, the salesman showed up in shorts, a Hawaiian shirt, and thong sandals. The client was surprised and a little



dismayed that she was paying such a high commission to someone who looked more like a professional surfer

(at 10:30 in the morning), rather than her trusted salesman. Though you think the meeting might be casual, try to make sure you're not the only one in shorts and a t-shirt. When in doubt it's better to be over dressed than under; shirts with your company logo are a plus.

Have your literature, paperwork, and homework done before you make a marketing presentation. An organized appearance is critical to obtaining confidence from a perspective

customer. If you come unprepared, with insufficient facts, or look "lost," this first impression will far outlast any recovery you might be able to salvage.

Next month: Walk the talk, and talk the walk.

Quote

But Ruth replied, "Don't urge me to leave you or to turn back from you. Where you go I will go, and where you stay I will stay." —Ruth 1:16

Q&A

Client: Do I have to pay employees for holidays?

bkc: Legally, no. However, you need to put in writing, a policy that states you do not pay for holidays. Now, we don't suggest NOT paying holiday pay, but we understand the burden of this expense without work performed. We suggest starting out with paying the major holidays, such as Thanksgiving, Christmas, and New Year.



KEEPING LEDGER

The Official Newsletter of
business-keepers consulting



Issue 10 October 2005 Volume 4

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

ACCOUNT-ABLE

We've been following along the manual accounting system whereby

Income is derived from your deposits into your checking account and

Expenses from the checks you write. Here are other issues to consider:

Recording Sales tax: This is the tax you collected on taxable sales to your customer. When recording your income manually, make a separate column for sales tax. This will help when completing your sales tax return

Payroll: Start with the Gross, deduct withholdings and the net is what you should deduct from your checking account; treat it like a "check." You also have to pay the taxes you just withheld PLUS employer taxes. The total of these taxes must also be deducted from your manual accounting system via a disbursement from the bank account; treat it like a "check."

Credit cards: When paying a credit card (the whole balance), you enter the check in the disbursement column for the total, then split out the individual expenses that substantiate that total

Loans: The original loan amount needs to be set up. Once set up, you split the principal of the loan payment to the loan balance, and the interest to Expense.

Next month, we'll discuss how to set your manual system up on QuickBooks Pro.



Calendar

Sunday, October 16th
National Boss Day
Sunday, October 30th
Daylight Savings Time
(Set your clocks back 1 hour)