

Business Techniques

The Small Business Newsletter with BIG Ideas!

It's all in my head!!

By: Joseph Norcott

What happens when you go to lunch and an employee receives a call from the BIG DEAL you have been trying to close this month.

They may write down a message and forget to hand it to you because the employee doesn't know it's the BIG DEAL!

You come back from lunch and proceed with your day while the BIG DEAL gets impatient waiting for your call and closes the sale with your competitor!!

So it's all in your head which now is frustrated because...

**YOU LOST THE BIG DEAL
OF THE MONTH!!**

This example may be a simple one but it illustrates why you need to have a contact management system in place.

If your business was using a contact management system your assistant could have assigned a high priority alarm to call the BIG DEAL when you came back from lunch.

You would have made the call and closed the BIG DEAL!! That's a great ending to the story!!

Why is a contact management system better than having it all in my head??

What you learn from one contact can in some ways be applied to others.

- Some are contacts that you will continue to do business with on an on-going basis.

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From the Desk of...

Summer is finally here and so are our three favorite things:

Barbeques, Beach and Baseball!

It's also supposed to be the lazy days of summer. Unfortunately, as business owners, we just cannot afford to be lazy.

We can and should take a vacation, but we just cannot ignore our sales and marketing efforts. Hopefully, you will find some useful information in this newsletter to help make your business grow.

This year, Dolores and Joe became Infusion Certified Consultants. Infusionsoft is an e-marketing system that puts our marketing efforts on auto-pilot.

So, as we're enjoying our place in New Hampshire, watching the Red Sox or preparing the grill, our Infusionsoft is doing our marketing for us.

If you are interested in learning more about Infusionsoft, give us a call or check out the e-marketing page of our website at www.btne.com.

Enjoy your summer!

Joe, Dolores and Bill



June 2008

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Visit our new website!!

www.btne.com

Download one of our free eBooks:

The Edge of Success: 9 Building Blocks to Double Your Sales

Rate Your Need for a Contact and Customer Management Solution

Good Management Best Practices Using Accounting Software



Take a Break!!

They said it....

"It's hard to beat a person who **never gives up.**"

*Babe Ruth (1895-1948)
Major League Baseball player*

"A problem is a chance for you to do your **best.**"

*Duke Ellington (1899-1974)
Composer, jazz musician*

Who says today's kids aren't smart?

At a high School in Montana a group of high school students played a prank on the school.

They let three goats loose in the school.

Before they let them go they painted numbers on the sides of the goats: 1,2,4.

Local school administrators spent most of the day looking for No. 3!!

It's all in my head!!

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ACT by Sage or Infusionsoft

- Can create a central database of contacts.
- You can track all your sales and customer service interaction with the contact.
- Review prospects, leads and customers with your sales team and assist in closing more sales.
- As the owner you can review customer service issues of your customers and be update on problems.
- A contact management system will give you peace of mind that your business is running efficiently and everyone is working to help your business grow.

Call us today about

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- Contacts have unique and special needs.
- Each contact can be a profit center to your business.
- As an owner or sales manager you can track the contacts of your sales force and determine whether your sales team is working efficiently.
- With the information live and at hand you can provide assistance to your sales team to close a sale if necessary.
- Forecasting sales based on your sales pipeline will help you determine if there will be enough products in stock to handle the increased demand required.
- follow-up on existing leads and customers is very cumbersome.
- Losing track of leads is highly probable with spreadsheets because there is no centralized system to track every lead for the company.
- Losing track of when your customers last purchased from you.

Spreadsheets don't work anymore!

Many businesses today still work with a spreadsheet list and try to update it with notes.

- Try to search for the hot leads or

It is imperative that today you have a centralized contact management system. Without it, managing the sales and marketing efforts of your business is like driving down a road with blinders over your eyes. You need to know where you are going and take any corrective action during the year to stay on target.

When the next BIG DEAL comes along be ready and up to date to close it!!

Next time automating your marketing to increase leads and repeat business!!

Client Showcase!!



Est. 1982

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East Providence, RI 02914

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www.thebosworthco.com

We asked:

Douglas L. Reilly

Vice President, Business Development

What products or services does your business provide?

The Bosworth Company is a U.S. manufacturer of hand pumps, foot pumps and motorized diaphragm pumps.

Bosworth diaphragm pumps are used as bilge pumps, dewatering pumps, sanitation pumps, grout pumps, glue pumps, priming pumps as well as a host of specialty applications.

The Guzzler® line of hand pumps, foot pumps and motorized diaphragm pumps feature over a million different combinations of feature options to meet customer needs.

In addition to its Guzzler® line of diaphragm pumps, Bosworth manufactures the Sea-Lect® diverter valve.

Sea-Lect® Y-valves are used extensively throughout the marine industry and are the first Y-valve to feature an optional true 3-way flow path.

What is your primary market?

Bosworth's diaphragm pump and valve products are used for a variety of applications in the marine, sanitation, industrial, OEM, water filtration and home hardware markets.

What software do you use and how has BTNE helped your business?

Bosworth uses Peachtree Premium Accounting for Manufacturing 2008.

BTNE has provided software installation, software support, as well as user training and consulting on Peachtree use for back office functions and inventory management.

Where do you see your company growing?

Bosworth sees opportunities for growing its business in the portable sanitation and water purification markets, as well as in the emerging markets for emergency preparedness and disaster recovery.



Peachtree by Sage

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Call us today to discuss your needs for a new accounting system solution for your business.

Call Dolores at 508-226-4565.



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The Importance of the Income Statement

by: Dolores Ricci-Norcott, CPA

When I was in public accounting, I was always amazed at the number of business owners that never looked at their income statement until the end of the year!

With most accounting products posting in "real time", there is no reason that you should not look at your income statement at least once a month. This will give you an opportunity to correct problems, if any exist, before it's too late.

An income statement shows the revenue and expenses of the business over a certain period of time. In addition to running a standard income statement, I always recommend a two year comparison.

A two year comparison is useful because you can see this month this year versus this month last year and this year to date versus last year to date. This statement can be used to flag problem areas.

You should also have a column with percentages to sales. This will tell you if your gross profit percentage is consistent with where you should be.

As with anything else, the more you look at your income statement, the easier it will become to read. Many business owners have information in their heads and the financial statements confirm what they already know. But there are times that you'll be surprised at what you read.

Peachtree 2009 by Sage!!

Top 10 New Features



1. Easy Access to Historical Data Beyond Two Years
2. Simultaneous Screen View for Multiusers
3. New Cash Flow Tools
4. Real Time Warnings & Reminders
5. Easier, More Accurate Payroll Management
6. Time and Expense Improvements
7. Online Backup
8. Improved Crystal Reports®
9. More Reporting Options
10. Companies Open Faster

**Call us today for more information
about our special upgrade pricing!**

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