

Leif Jensen and Associates

Newsletter

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Useless Information:

There are 293 ways to make change for a dollar.

$$\begin{array}{r} 111,111,111 \times \\ 111,111,111 = \\ \hline 12,345,678,987,654,321 \end{array}$$

Quick Links

[Visit Our Website](#)

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Dear Reader,

As CPA's we are committed to providing a full range of high quality professional services including: accounting, bookkeeping, consulting, payroll, management advisory services, income tax preparation and other attestation services. Our goal is to meet our client's expectations as their most trusted advisor.

If you need help preparing your 2015 taxes, please call our office to schedule an appointment.

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Customer Experience

As we know, consumers have many purchasing options whether we are selling a good or a service, so we have to be concerned about the customer experience. This has become a primary way to differentiate your brand, from your competitors.

The customer experience is to work in conjunction with the sales and advertising function. It cannot change a sales representative's priorities.

All aspects of the customer cycle need to be as one, working together to enhance the brand as well as the customers experience with the company as a whole.

How do you incorporate the service experience into the sales process?

Dates to Remember

- Fourth Quarter Reports Due
- Federal 940 Due
- W-2s and 1099s need to be mailed.

This Month's Featured Service

Payroll Services

We prepare payroll on a weekly, bi-weekly, semi-monthly or monthly basis; at the client's direction. We process payroll tax payments to the government entities and quarterly and annual reports.

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Back to Basics

I believe now is the time for most entrepreneurs to go back to basics with their businesses. Whether you had a record breaking year of gains or losses, I think now is the time to review who you are and what you are doing and for whom.

Are you using the best business model for your business? Is your company's message clear and concise? Do you have the correct metrics in place to ensure that you are looking at your business from the correct perspective?

I have talked to entrepreneurs that are looking for a quick sellout ASAP. Others are following their passions and doing what they love and helping people along the way. Are their goals still the same?

Take a small step back and review who and what you are and make sure that it is who you want to be. Then start running towards 2016.

If you want our help in your assessment give us a call.

BOA

I was meeting with a reporter a few weeks ago and he was surprised when I mentioned that I strongly recommend having a Board of Advisors to my clients.

I believe that no small business owner should have to make decisions in a vacuum. The roundtableing of ideas may bring forth more or better ideas. In my opinion, looking at a problem from a multitude of perspectives can only assist in better decisions. So long as there is one decision maker, getting different points of view will help.

So I was asked to see if any of my clients would be willing to talk to the reporter. To my surprise, only half wanted to play. So I forwarded on their information and am waiting to see what if anything comes of it.

-Leif Jensen

Featured Client



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