



Manual Books or Accounting Software?

The first question to ask yourself is—does it make sense for me to even consider using a software package to do my accounts? If you answer no to any of the questions below, you should continue to simply do your accounts manually (and SEA have specifically designed bookkeeping pads to help you with this):

- Are you computer literate?
- Do you use more than one page of your cashbook for expenses or income per month?
- Do you have current (last 3 years) accounting software?

If you have answered yes to all of the above questions, the next step is to:

- Define what you need, eg. better reporting, flexibility with invoicing, networking ability
- Really know what it is you want and recognise that most products are unlikely to cater to everything you need, unless they are specifically written for you
- Make sure the product can be supported technically, in case you have problems with it
- Be realistic about costs and make sure you allocate a budget for training yourself and your team

Not enough time to complete manual books or use accounting software?

Why not connect to BankLink?



So, what is BankLink?

BankLink works by SEA receiving an electronic copy of your bank statement data every month (once you have given permission of course) directly from your banking institution. This frees you from sending your bank statements and cheque butts to us and frees you from needing to hire expensive bookkeepers. Most of all, it frees you from the need to spend hours writing out records and at the computer doing the books.

How does BankLink work?

When we have processed all the transactions we can with the data available, we will send you a "coding report" by email, fax or post. This coding report is simply a list of those transactions that we need more detail about to correctly classify them, eg. the details of a particular cheque. You will "fill in the blanks" on the coding report, and return it to us. BankLink basically saves you time, hassle and money.

SEA recommends the use of BankLink, Quickbooks or our SEA Cashbook, and if you need some direction in selecting a product, please call in and see Shell or phone us on 4454 4444.

MEETING THE SEA TEAM

Introducing: New Team Member
Deborah Glover

Deborah provides accounting services to our clients, as well as providing accounting support to Michell, Peter and David. Deborah has ten years experience in public practice and specialises in both Business & Personal accounting services.



~~~~~Learning To REALLY Listen~~~~~

In the medical profession it's fairly well understood that prescription without diagnosis is malpractice. But consider how this can apply to all of us, regardless of our business.

Consider how many times we may rush into prescribing solutions for our customers before we truly understand what the problem is, or what they truly want. For example, we often believe our customers want low prices, when in fact that may not be the reality.

Often our customers say something and we only hear what they've said, rather than what they meant. To help you **REALLY** understand your clients' needs before

attempting to help them, try these key phrases:

- ☉ What, in particular, didn't you like about.....?
- ☉ What, in particular, did you like about.....?
- ☉ Could you elaborate on that for me?
- ☉ Could you tell me more?
- ☉ Where, specifically, are you planning to use.....?
- ☉ What would be the effect of that.....?
- ☉ Would it be useful if.....?

Asking "Why" is a key way to understanding your clients' true needs.

Finally, remember that life is a moving parade. People's needs are

constantly evolving and changing. Your products and services must evolve and change as well. Keep listening AND responding to what you hear.



Quote to remember

"Courage is what it takes to stand up and speak. Courage is also what it takes to sit down and listen."

Winston Churchill

Bouncing Off Stress

We all get inundated with work sometimes...and from time to time we all have to deal with difficult situations at work. A little physical activity can work wonders for shaking off stress and helping your team to feel their best while at work. Just ask the SEA team who use a mini tramp in the office to bounce their way through one stressful day after another and still come out smiling!

Give it a try—supply a stress buster at your workplace, such as a punching bag, or encourage your team members and yourself to go for a quick walk around the block when the going gets tough. It's also proven that a little physical activity can also stimulate the brain—and that can only be a good thing!



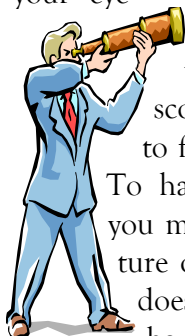
- ☉ Set goals
- ☉ Are customer focused and look to their customers for feedback
- ☉ Have effective teams
- ☉ Value the benefit of team training
- ☉ Embrace new technology
- ☉ Have a global perspective
- ☉ Focus on activities to enhance the bottom line
- ☉ Are future orientated

Tip

Setting up systems is the only way you'll ever be able to achieve consistency in your business. Established systems can be written down as procedures or checklists to help train new (and old!) team members. Over time, these will help iron out inefficiencies and problems, leaving time for creative problem solving!

What's Your Vision?

You may have heard the saying: "Managing your business with your eye solely on profit is like playing tennis with your eye on the scoreboard." You need to focus on your vision. To have a great business you must have a clear picture of what the business does and how it behaves.



A great business meets the needs of all stakeholders—owners, clients and team. Make sure to write your vision down.

A vision statement defines the essence of your business, and what it will look like and feel like to be a part of, either a team member or customer, in 5 or 10 years time. Begin your vision statement by asking: "What do we need to do to get there?"

Not interested?

We hope you find our newsletter valuable. If you don't wish to receive it any more, please let us know. We would welcome any comments or feedback that you may have