



Be Different Be Better

S had a house built for him. The builder engaged painters who did such a poor job the paint started peeling off the outside of the house after about three years. S sued the painter successfully.

Meanwhile, he sought contractors to strip the paint off the outside of the house and start again. He chose his painting firm based on a recommendation he felt he could rely on. The price was high but the contract included a superb guarantee.

The contractor undertook to inspect the house every six months for five years and to make good any work which was not completely satisfactory. The painter gives the same guarantee on all jobs and he's built up a tremendous reputation.

On the first inspection the contractor discovered some defective work. It wasn't major but the job was not up to the contractor's high standard. At the time of writing there is scaffolding on the northern side of the house.

"What's wrong with the painting?" I asked the owner's wife, surprised to see the scaffolding back.

She replied: "He said something about the finish on the window ledges not being good enough ... I'm most impressed with this firm. You might like the story for your newsletter."

Why is it so important?

- * It generates referrals.
- * It means the painter doesn't compete on price.
- * It means a bigger income for the business owner.
- * It means this contractor gets work when the next recession comes while those who compete on price starve.

How does this affect you? It's an extreme example of the value of a good guarantee. It's also a USP – a Unique Selling Proposition – something others don't offer.

Be different, be better and don't compete on price

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Holiday Hours

Our offices will be closed from Monday, 22nd December 2014 until we open again on Monday, 5th January 2015

Special note for our GST Clients:

If you had a GST period that ended on the 30th November, the IRD allows until January 15th 2015 for this return to be filed. So we will be able to complete this for you on our return to the office.



Who is your important customer?

A couple in their 30s visited a car franchise dealer and were greeted by a salesman who asked: "How much were you thinking of spending?" "About \$80,000, they replied.

A few moments later the salesman's cellphone rang. "Excuse me," he said. "May I just take this call?"

After a short time the couple became fed up with waiting and left. The salesman was surprised.

Who is your most important customer?

Answer: The person right in front of you.

Do you ask your most important customer to wait while you take a call? You bet you don't, particularly if you're trying to sell an \$80,000 car. In any business, if you have interested buyers, don't accept avoidable interruptions. It's discourteous.

Look after the customers who count.



Keep the survey simple

Surveys have reached epidemic proportions. They are generally excessively long.

Telephone surveyors usually underestimate the amount of your time they want. Email surveys go on and on, page after page.

Who wants to waste time answering all these questions when there are so many other things to do? If you want to conduct a survey, limit your questions to the minimum (and then halve that)!

Winston Marsh, a marketing specialist from Melbourne, recently commented on this subject in a Business Growth Centre email article. He suggests the following:

You need only one question. Would you be prepared to recommend us? If the answer is yes, then a few follow-up questions to find out about the main things which have appealed to the customer could be useful. If the answer is NO, here is your opportunity to find out what you may be doing wrong.

He also commented on rewards. Don't you get fed up with being told you are in a draw for a prize you'll never win? Why not send the person you have questioned a discount voucher to be enjoyed at some future date?

Unsure if a new employee is a Kiwisaver member?

In most cases all new employees will automatically be enrolled in KiwiSaver. But if you don't know whether or not the new employee is a KiwiSaver member you need to treat them as a non-member and take steps to find out their status.

If you confirm the new employee isn't enrolled in KiwiSaver, you must establish the employee's eligibility and then follow the automatic enrolment process.

If the employee is a current member they need to give you a complete *KiwiSaver deduction form (KS2)* so:

- contributions can continue to be made at the rate shown on the form (or use the default rate if they don't indicate a rate)
- you know to make employer contributions to the employee's KiwiSaver account and to deduct and pay ESCT (employer superannuation contribution tax).

Or the employee may provide a contributions holiday notice from the IRD to confirm they're on a contributions holiday.



Taking stock for your own use

IRD says you should value stock taken for your own use at its market value. If you take raw materials to be used for manufacture, market value is their cost, presumably because if you were to sell them, you probably couldn't get a higher price for them. If you take goods you have bought for resale, market value is your selling price. A baker's stale scones might be near valueless, depending on the location of the bakery.

question time >>

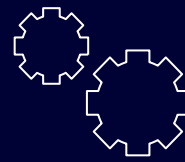
Q: How do I calculate holiday pay?

A: IRD has a calculator to help you

Holiday pay is pay for an employee's annual leave and pay for statutory holidays. You need to include holiday pay as earnings in the period you pay your employee. If you don't have a payroll package or a payroll provider, there are two ways you can work it out:

- Use your employee's annual entitlement. Currently, employees are entitled to a minimum of four weeks annual leave after being employed by you for a year.
- Use 8% of your employee's gross earnings. You can only use this option if your employee:
 - * has a fixed-term employee agreement
 - * is a casual employee
 - * stops working for you & has only accrued part of their leave entitlement

To work out how much tax to deduct from holiday pay use Inland Revenue's 'Calculate Tax on Holiday Pay' calculator.



GST SOLUTIONS

Are you finding it a hassle to do your own GST Returns? We have a solution for you. We can save you time and money and a lot of stress by doing your GST returns for you.

Our services includes sending you a reminder letter when you GST return is due so that you can get your records to us in time and ensure your GST Return is filed on time in order to have you avoid being charged late penalties. Contact us today for more information.



WEB SOLUTIONS

Did you know that you can create your own on-line surveys for free? Go to www.surveymonkey.com and you will find you can create surveys which you can send to your customers to get feed-back from them. Customer feedback is very important for your business as it allows you to find out what your customers may think of your products or services. It also allows you to probe your customers for new ideas on what other types of products they may be looking for. It also gives your customers the opportunity to help you provide them better service by giving them a chance to tell you what they think of your business



PROHUB SOLUTIONS

Do you record all of the phone calls that come into your business? If you don't you should as often potential sales leads are lost due to simple forgetfulness to record an enquiry properly. You need a customer database where you can keep a record of all enquiries made and then make sure that each enquiry is allocated to a team member for further follow-up. Even if an enquiry is made that isn't a sales lead it's good to keep a record of it and so when you are looking back at a customer's contacts history you can see the reasons why they contacted your business. This allows to you tailor your sales approach to this customer based on what has happened in the past. Contact us today for more information on how this program could help your business

Parental tax Credit increases

Parental tax credit is a payment to help with the initial costs of having a newborn baby. It's paid for the first 8 weeks or 56 days after the baby is born.

A change announced in Budget 2014 has increased the number of weeks and maximum entitlement for babies born on or after 1 April 2015. How much can be received depends on family circumstances.

A child born ...	entitles you to ...	up to a maximum amount of ...
before 1 April 2015	8 weeks (56 days)	\$150 a week (\$1,200)
on or after 1 April 2015	10 weeks (70 days)	\$220 a week (\$2,200)

Quick Quote

The absolute fundamental aim is to make money out of satisfying customers. ~John Egan



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We care about your Business Prosperity

