



JULY 2004 NEWS UPDATE

Customer Feedback

How do you know that everything that you do for your customers is meeting their expectations? How often do you ask them? Do you do this in a systemised way? Here are 5 great questions you could ask next time you serve a client or customer.

1. What do you like buying from us?
2. Why did you buy from us in the first place?
3. What challenges did you have before you bought from us?
4. How did we help you solve those challenges?
5. How are things better for you now?

By collecting the answers, it will really help you articulate in your marketing materials what it is that you really do for your customers and what will ultimately differentiate you from your competitors. Don't be shy – give it a try. You will be amazed at the feedback you will receive.

Tax Credit Renewals

Renewals are no longer automatic. You need to send in a declaration confirming your income for 2003/04 and if you don't your payments for 2004/05 will stop on 30 September.

Our Summer of Sport!!

What a disappointment it has been to be British this summer. Dodgy footballers, Jenson Button never quite there, one day cricket disaster, the decline of Golfing heroes Faldo & Montgomerie and an embarrassingly poor Olympic Team. So why not get your Team down to the local health and fitness club, charge it to the business and recover the VAT. However to do this, ensure that membership is open to all Team members (although they don't all have to take up the offer).

To ensure that the cost to the firm is tax deductible make sure that it is part of the Team's remuneration package. The cost of a subscription to such a club will be a taxable benefit but there will be no employee's NI on this.

Second Company Cars

If your business supplies you with a second car, why not choose a "Classic" whose market value is less than £15,000 and has a low original list price. The taxable benefit on such a vehicle is likely to be minimal and you can indulge yourself with a really great and pleasurable experience. If you want to know more, please call Peter.

Peter