



Memorandum

To: Clients, Associates & Friends of Pro@ctive CPA
From: Mark Wyssbrod, Managing Member
Date: February 8, 2011
Re: Playing To Win!

Introduction

Are you playing to win or just not to lose? There is a big difference in your attitude and in the way you view things. You create brain maps: that is your brain maps your thoughts unconsciously. These maps are written and applied to various situations without you knowing. For example, is the glass ½ empty or ½ full? If you view the glass as ½ empty, you apply a more pessimist map to situations. If you view the glass as ½ full, you apply a more optimistic map to situations. What's the difference? Optimists have a better chance mentally to look for opportunities and solutions.

Your attitude can affect your relationships with your family, customers, co-workers and employees. Your attitude is reflected in your word selection, body posture, voice reflection and many other communication aspects. Are you aware of these slight adjustments? Your attitude can make all the difference in your business and personal life.

Play to win,

Mark W.

Opportunity With Your Customer!

An old saying about sales people goes: "Do you know what the difference is for a sales person in good times and bad times? In bad times they actually accept 'no' for an answer!" Which brain map is enforced here?

This mind-set is understandable since the consumer has been saying "no" to spending (off and on at least) for the past several years. Instead of spending, the consumer is repaying debts (which are still over 120% of household income) and trying to save while facing unemployment fears and stagnant wages.

The consumer is turning optimistic and proved they can still spend money. Look at the holiday season sales! Additionally, the last several weeks of 2010 lead to several Black Swan (surprise) events. Retails had a better season than expected, the Republicans and President compromised and passed on taxes for 2010 through 2012, and money managers are forecasting good to great



returns for 2011. Attitudes are changing. Where will you be positioned for the coming opportunities?

- Situation: Consumers have been sporadic spenders, often delaying purchases for months
 - Solution: Give the consumer a compelling reason to buy now!
 - This does not have to be a discount, think creatively!
- Situation: Selling your goods and services instead of solutions which meet your clients goals (i.e. square peg through round hole)
 - Solution: Listen to your customer
 - Solution: Understand your customers reason for the purchase and their pain
 - Solution: Understand who your customers' customer is and what motivates them
- Situation: Communicating effectively with your consumer
 - Solution: Learn a new communication technique such as DISC
 - DISC stands for the Dominant, Influential, Supportive and Compliant
 - DISC theory states every individual has two dominant components and two supportive components
 - Being able to identify your consumers dominant personality traits will allow you to better listen to them and to communicate your value proposition to them

With attitudes changing, less businesses listening and more small businesses being pessimistic gives you a great opportunity to capitalize on! Please contact us if we can help you brainstorm ideas to better position your business.

Reminder Dates

- 2/20/2011 – Sales & Use Tax Returns Due in Georgia
- 2/28/2011 – Form 1096 & 1099 Due To IRS
- 3/15/2011 – Corporation (S & C) Tax Returns Are Due (for annual tax filers)
 - File Form 7004 For Extension
 - Accrued basis Taxpayers Must Fund Certain Deductions, including, but not limited to:
 - Accrued Bonuses
 - Employer Retirement Match



Financial Ratio of The Month

Gross Profit Margin indicates the percent of revenues which is paid out for direct costs. It is a measure of operational efficiency. It can be used in business planning because it indicates how many cents can be generated from each dollar of revenue.

Gross Profit Margin = (Revenues Less Direct Costs) / Revenues

A small improvement in the Gross Profit Margin can have dramatic improvement in the Net Profit. The higher the ratio the better!

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