

Small Business News

Customer Service — Recently I visited an establishment where the wrong side of customer service was displayed. A customer enters the establishment one day asking for a special order that she paid extra on a rush job and it was due for pickup. The service provider could not find the order. He reviewed the ticket but found no extra payment indicated for a rush order. He blamed the original order taker for the mix-up informing the customer that the order taker was "usually pretty good" but has experienced several errors recently. The customer noticed that the pickup date had already passed even without the rush order. The service provider then blamed the processing crew for typically paying little attention to the pickup date. The customer asked how the establishment would correct the error or compensate for the mistake. The service provider referred the customer to the owner by offering the owner's personal cell phone number. He also mentioned this type of thing happens often so the owner does not offer compensation.—You get the picture!

Remedy —Train your staff on conflict resolution keeping in mind customer satisfaction as a primary goal. But more importantly, your staff must realize the reputation of the firm will determine its future. No customers. No future.

Year-Round Tax Tips

Now that the normal Tax Filing deadline has passed, did you receive a refund or did you owe taxes?

- If you received a large tax refund, you can change deductions and keep more of your money during the year.
- If you owe taxes, you can employ strategies to minimize the impact for 2011.
- If you did not file your taxes or request an extension, you may be at risk of IRS penalty!

Call MGM FS for a Professional Tax Analysis and an estimated return for 2011. Tax Planning is always better than tax surprises!

MGM FS 2011

Wishing a **Happy Mother's Day** to mothers everywhere. Thanks for being nurturing, caring providers of life:

- How will you show appreciation for the care provider in your life?
- Even if your mother is no longer living, never let loving memories die. Pass the legacy of caring on to the next generation.
- Prepare your family for that day when all mothers, daughters, fathers, and sons leave this earth by reviewing your family insurance policies at least annually.
- Call MGM FS for **Life or Health Insurance** questions and concerns.

Marketwise

Play **T.W.I.L.G.** — The Waiting In Line Game. Use the name of an event to create words and score points. Call MGM's office or go on-line to purchase. \$5.00 per game!



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Quick Quiz

What is the best time of day to buy gasoline for your vehicle? Email answer to MGM.

- Early in morning before a.m. rush
- Mid-day after p.m. rush
- Late evening after the sun retires

Newsletter Topics

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