THE PROFIT IMPROVER

helping you realise your full profit potential

INSIDE:

- The rules of social media etiquette
- Common website building mistakes
- Dealing with unhappy customers
- Cashflow strategies
- A guide to warnings in the workplace
- And more

KRS ACCOUNTANTS

How to hire the right employee

Hiring a new employee to join the business is an important task that shouldn't be taken lightly.

Employers should scout out talent in the same way that a good sales person hunts for new clients. Many employers enter the selection process unprepared and end up settling for a candidate who is not right.

Employers should take their time to find out whether their candidate really has the character and credentials to fit the position available.

Hiring the wrong employee can end up costing an employer a lot of time and money through reduced sales, poor morale, lost productivity and interview costs.

Here are a few ideas to help employers land the right employee:

Screen for organisational fit

Successful companies believe that having a candidate fit into the organisational culture is more important than the candidate's skills. This is because employers can teach job skills; however, they cannot teach character.

Although 'organisational fit' is more subjective than job skills, it is still able to be determined.

First, an employer needs to understand their own company's culture and decide on the characteristics and personality required by a new employee to fit in.

Questions should be asked in the interview to reveal the candidates character and how they like to work. For example, 'talk about the most difficult culture you have worked in and how you dealt with it.'

Screen for the right job skills

It is also important to screen candidates to determine if they have the necessary job skills. Companies should avoid screening candidates on outdated or generic job descriptions as candidates will be prepared for the standard interview questions, such as their strengths and weaknesses.

The best predictor of success is a candidate's past behaviour and results, not their interview expertise. Ask about the candidate's successes at past jobs and what they achieved after six months, one year and three years.

Verify credentials

A key step in hiring a new employee is to verify their credentials and ensure that they have achieved what they are claiming.

It is important to spend the time and money performing background checks and assessments as it will only cost more in the long term if the candidate is not the right fit.

KRS ACCOUNTANTS

LEVEL 9
1 CORPORATE CT
BUNDALL QLD 4217

TEL (07) 5510 4892

EMAIL
info@krsaccountants.com.au

WEBSITE
www.krsaccountants.com.au

DIRECTOR
Kevin Smith

Virtual CFO
Tax Agent
Financial Accounts
Management Reports
Business Health Checks
Corporate Compliance

The rules of social media etiquette

There is no denying that social media is fast becoming the most powerful way for businesses to communicate with their existing and potential customers.

Although it has become a new approach to communication, businesses should always remember to treat their customers as if they were dealing with them face-to-face.

Here are some important rules to remember when using social media for business:

Fill out details

Fill out the profile information completely, providing the name of the business, a way to make contact and some information on what services and products the business offers. This will assure the customer that the businesses profile is legitimate.

It is important to have an appropriate profile picture such as the company logo so that clients are able to easily identify with the brand.

It is not a good idea to have the same profile for both business and personal use. Creating separate accounts will keep clients separated from friends and ensure that the business maintains a professional image.

Use manners

It may seem simple, however treating clients with respect online can go a long way. Things as simple as saying 'please' and 'thank you' can give a positive image of the business.

It doesn't matter that the interactions are occurring behind a screen, clients should be treated exactly how they would in person.

Offer something of value

Use the social media platforms to engage with customers and offer them something of value. Clients will become quickly bored with images and posts only about the business.

Don't just restrict content to only focus on the business, interact with clients about current events or topics that are relevant to the business, or find interesting quotes and images to share.

Facebook and Instagram are also key platforms for offering competitions or giveaways. Clients will be eager to be active on the profile if they are getting something out of it as well.

Don't over-share

Although businesses are keen to be active on social media to ensure that they are reaching their target market, this can be just as bad as not posting at all.

No-one likes the friend who barrages their page with multiple posts a day and the same goes for businesses. Keeping posts to one or two a day will keep the business active on their clients feed; however will not annoy them enough so that they click 'unfollow.'

It is a good idea for businesses to implement a content plan and map out when, and what, they will post to each social media platform. Also, think about the best time to post for the target audience.

For example, if the business targets professionals it would be ideal to post in the morning and afternoon when they are commuting to work as they are likely on their own personal social media pages.

Reread what is written

Consider composing tweets or posts in a word document before posting them. This allows time to edit the text for grammar and spelling mistakes.

Also, remember that the Internet never forgets and one post in the heat of the moment can go viral, damaging the reputation of a business and losing a lot of clients.

Common website building mistakes

It's uncommon these days for a business not to have a website. Most businesses understand the power of having an online website and its ability to increase sales.

However, simply having a website doesn't necessarily mean it is going to drive the results that are expected.

A lot of businesses find themselves falling into common traps and overlooking important aspects when designing and building a website.

Below is a list of four common mistakes business owners are likely to make when building a website:

1. Difficult to navigate

Customers don't want to waste their time clicking through a number of website pages to make a purchase. Websites that drive the customer to purchase will have only one call to action button.

When designing a website businesses should decide on what action is most important and emphasise that option above all others.

For example, if a business is focused on online sales, then the 'buy now' button should be most prominent on the page.

2. Too much content

Clients don't want to waste their time reading through an overload of text. Instead, consider whether the information is best displayed visually, through an image or video.

3. Not thinking about mobile

Most businesses are focused on designing a website for online that they often forget about mobile. Mobile traffic is only going to increase, so businesses should design a website with both desktop and website in mind.

A good mobile website should be structured similar to an app, designed for easy navigation and a constant visible call to action button

4. Overly complex jargon

Businesses often struggle to describe what they do without using complicated industry jargon.

Any text used on the website should be structured towards the target audience and be written in a way that is easily understood by them.
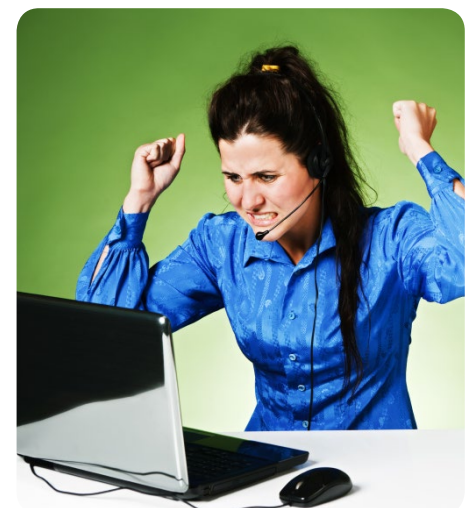
Dealing with unhappy customers

All businesses aim to offer an excellent service; however, it is not possible to please everyone.

Ultimately businesses will come across customers who are unhappy with the service and/or product they have provided.

By following these tips businesses can learn how to deal with unhappy customers in the best way:

Don't react first

It is a lot easier to understand customer complaints once the problem is looked at from their point of view. Businesses should aim to put themselves in the position of the customer before reacting to a complaint and taking the time to consider why they have become unhappy. This will help the business to solve the problem, as well as showing that they truly care about their customers.

Acknowledge the problem

When a customer is unhappy with a service or product the most important thing is for them to understand that they have been heard. Simply stating 'yes, I can see that there is a problem' will go a long way in helping to solve the complaint.

Apologise to them

Don't be afraid to be personal and apologise for the problem the customer has occurred. Even though the business might not see it as an issue, it is to the customer.

Be on their team

Employees should be taught to be on the same team as their customer, and to always offer to help even if the customer has made a mistake. This will allow the customer to see the business as an ally, not an enemy.

Have a plan

Ensure that the business has a set procedure for dealing with customer complaints. For example, apologise for the problem, if possible offer a refund, and offer an additional benefit. It could also be ideal to have a set strategy for specific problems. However don't forget to personalise the service to the individual customer.

Use their insight

Unhappy customers can be a vital source of information on how a business can improve their product or service. The complaints given by customers should be recorded, and treated as a way to help the business grow even stronger, not as an annoying problem.

Wise Words

Your most unhappy customers are your greatest source of learning.
– Bill Gates

Cash flow strategies

Without profits and positive cash flow, a business is going to struggle to survive. This is why cash flow strategies should be taken seriously.

Aim for long term financial stability

When setting finance and cash flow goals for the business it is important to aim for long term stability. Businesses should realistically assess how and when they want to reach their long term goals.

Don't forget to consider customers who are permitted to make purchases on credit as it will help in forecasting how much cash is coming into the business and whether it will be enough to cover expenses.

Profit first and growth later

Businesses should aim to increase profits in the present and use them to grow the business in the future. Approaching it the other way around isn't always a good idea, especially for start-up companies.

Be aware of timing

Businesses need to be aware of exactly when money is coming in and when it is going out. Although owners may not be directly responsible for the accounting side of the business, they should at least be aware.

It is also important to have a plan in place to ensure that clients pay promptly so that the business can know when to expect a payment.

Promote YouTube videos

YouTube is an effective tool in placing a business's brand, product or service in front of millions of potential viewers and connecting with both existing and potential customers.

However, the platform is often overlooked in favour of sites such as Facebook or Twitter. Here are some basic strategies to follow when promoting YouTube videos:

1. Begin by using the tools that are available directly through YouTube. For example, provide a detailed and accurate title and description for each video uploaded and use associated tags and keywords that are directly relevant.

2. Incorporate a call to action within the video to encourage people to like, rate, comment on and share the video with their friends and colleagues.

3. Begin promoting the video to friends, customers and clients of the business. Ask these people to watch and share the video with their online friends.

4. Take advantage of the power and capabilities of online social networking to promote the video. Use the businesses online presence on platforms such as Facebook and Instagram to provide links to the video and encourage customers to watch.

5. Incorporate the video into the businesses website/blog and use it as an alternate to writing large chunks of text, or lengthy descriptions.

6. Try to collaborate on videos with businesses that have a strong presence on YouTube and that are also targeting a similar audience. However, it is best not to collaborate with businesses that are direct competition.

7. Consider paying for keyword advertising on Google and Facebook to further promote the video.

The social side of SEO

Social media is having an increasingly important impact on a business's search ranking.

A businesses social media presence, as well as the quality of the content they develop, plays an important role in how visible they are in search results.

SEO strategies used to rely heavily on link building; however this will no longer be enough. Marketing success will be unattainable without highly shareable content

When a business's content is posted and shared on social media it sends social signals such as likes, tweets, pins or shares.

These social signals are the factors that can determine a business's rank in a search result.

Businesses should be creating content that is worth sharing. The best social content is the kind that gets followers and fans talking. It is unique, valuable information that leave its audience wanting more.

Social influence will not occur overnight; it will take time and effort to build up a strong and loyal following.

If businesses wish to maximise their social media capital, then they need to remember that social media is community based. It is important to be social and actually participate within the platform.

About Us

KRS

Achieving better results for your business

At KRS Accountants, we can:

• positively help you identify opportunities to improve your profits

• work with you to achieve your business goals

• give you more time to run your business

We use our business advisory experience and expertise to monitor your business and give you proactive advice on how you can improve your bottom line and business value.

Our services include virtual CFO, tax agent, financial accounts, salary packaging, budgeting & cashflow analysis, management reports, business health checks and corporate compliance.

A guide to warnings in the workplace

Warnings are an important workplace tool in helping to ensure that employees understand their employer's expectations.

They also serve as evidence of a fair performance management process and provide supporting evidence should the employee be terminated.

Warnings can play a crucial role in defending unfair dismissal claims as it provides evidence that the employee was aware that they were displaying unsatisfactory workplace performance and conduct.

A workplace warning is defined as a communication, be it verbal, or written, to an employee about their performance or conduct at work. Warnings are a tool used to communicate an identified area where an employee needs

improvement, or where their conduct does not meet the required standard.

The aim of delivering a workplace warning is to give the employee an opportunity to improve their workplace performance or conduct.

Verbal warnings are usually administered before a written one as they are less informal and are usually of a less serious nature. That is they do not warrant summary dismissal. Once a warning has been issued the employee's performance or conduct is usually monitored for a set period of time.

A written warning should be issued after a warning meeting has taken place. At the conclusion of the meeting, the employee is advised that they will be receiving a written warning in the following couple of days.

Generally, most written warnings will comprise of the following:

■ record who was present at the warning meeting

■ record the fact that the employee was invited to have a support person present

■ outline the conduct or performance which is the reason for the warning

■ where appropriate refer to a relevant policy or the employment contract

■ refer to previous warnings that were issued

■ record the employee's responses to the matters in issue

■ clearly state that the employee needs to improve, including an explanation of the consequences for failure to improve

■ where relevant, provide support the employee to improve such as training

■ preferably be countersigned by the employee as evidence of their understanding of the warning

There is no legal requirement as to how many warnings must be given prior to termination. The unspoken rule is to use anything from one to three written warnings, to ensure that the employee is given enough notice and time to improve their performance or conduct.

However, it is always a good idea to refer to the company's policy and any performance management procedures that may be in place before deciding when to terminate an employee. There is also no legal rule that defines how long a warning remains current. Generally, it is unusual for a warning to remain current after six months had passed with no more warnings being issued.

Workplace warnings are an important tool for employers to communicate their expectations to their employees. Failure to implement, or appropriately manage, warnings can come at a high price.