

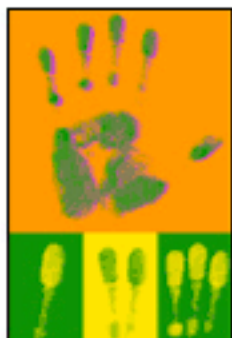


12 Traits of Successful Small Business Owners

We asked some Certified QuickBooks ProAdvisors®, who work with a lot of small businesses, to tell us what traits their most successful customers have in common.

→ [Find out which traits you share — and which you'd be wise to adopt.](#)

Know Your Best Items, Customers, and Promotions



Many retailers have a small group of loyal customers, a particular product line, or an event or sale that are responsible for a high percentage of the business's total sales. Find out who, what, and when they are by using QuickBooks reports, so you can tailor your business plans to make the most of them.

→ [Learn more about these important reports.](#)

Fundamentals

Give Your Retail Forms a Makeover

Why not give your business forms a refresh? Download a free template from the more than 100 available in the QuickBooks Template Gallery.* The pre-designed report and form templates — many designed specifically for retailers — can be used immediately, or you can alter them to fit your custom business needs.

→ [Browse the Template Gallery online.](#)

Or visit the Gallery in QuickBooks. To do that:

1. From the Lists menu, choose Templates.
2. Display the Templates button menu and choose Download Templates. You'll be taken to the QuickBooks Template Gallery.

* Note: Templates require Pro, Premier, or Enterprise Solutions Editions.

Featured Products

Help Improve Your Customer Service

QuickBooks Customer Manager is hands-down the easiest way to give your customers great service to keep them coming back. It puts all the information you need at your fingertips, and synchronizes information between your key applications.

- [Find out more.](#)
- [Watch the videos.](#)
- [Get a free trial.](#)

Get eBay Data into QuickBooks Automatically

Stop wasting time entering your eBay sales into QuickBooks one by one. You can now import eBay sales and fees, with related PayPal information, into QuickBooks by using eBay's new seller tool: Accounting Assistant.

→ [Learn more.](#)

Quick Tips: Expert Answers & Software Shortcuts

Customer Discounts Now and Later

You may need to give a discount for a preferred customer, the quantity ordered, a discontinued product, payment received before delivery, or other reasons. Wholesalers refer to this type of discount as a trade discount (for example, 40% off retail). This is an immediate "guaranteed see-it-now" discount amount displayed on the invoice.

If you offer credit terms on your accounts receivable, you may offer a discount for timely customer payment at a later date. Businesses refer to this discount as a sales discount or cash discount.

You may offer some customers both the "now" discount and the "later" discount.

Q: How do I calculate a "guaranteed see-it-now" trade discount on a customer invoice?

A: [Set up a subtotal and your discount percentage on the item list.](#)

Q: How do I offer a "may see-it-later" sales/trade discount for timely payment of a customer invoice?

A: [Set up your terms, including the discount percentage and discount date, on the terms list.](#)

In This Issue

[Find Customer Management Advice, Talk to other Retailers](#)

[Quick Response](#)

[Quick Links to Resources](#)

[Quick Tips for QuickBooks: Expert Answers & Software Shortcuts](#)

[QuickBooks Fundamentals](#)

[Help Improve Your Customer Service](#)

[Get eBay Data into QuickBooks Automatically](#)

[Generate Group Mailings Using QuickBooks Data](#)

[Know Your Best Items, Customers, and Promotions](#)

[12 Traits of Successful Small Business Owners](#)

Quick Response

Get Expert Answers to Your Payroll Tax Questions

Get answers to your payroll questions from Mary Jo Houser, president of Well-Balanced Accounting, at our first "Ask the Expert" forum at the QuickBooks community site. Mary Jo will answer your questions about paying payroll taxes and staying in compliance with payroll tax agencies.

To submit a question or simply read Mary Jo's answers, [go to the Payroll message board](#) and look for the "Ask the Expert" discussion from now until July 1.

New in QuickBooks

Generate Group Mailings Using QuickBooks Data

With QuickBooks 2005, you can generate personalized letters, flyers and mailing labels that target your customers efficiently and cost-effectively. Simply send customer information from QuickBooks: Premier Retail Edition 2005 to Microsoft® Word® templates.

QuickBooks 2005, improved with these and many more features, is available for sale now. Read more on the [QuickBooks web site](#).

* Word or Excel integration requires Microsoft Word or Excel 2000, 2002, or 2003, sold separately.

Business Bits

Find Customer Management Advice, Talk to other Retailers

Ask questions, get advice, and learn customer management tips from others at



QuickBooksGroup.com. Find out what people are talking about in these areas:

- [eBay Retailers](#)
- [Retail Edition](#)
- [Point of Sale](#)
- [Using Customer Manager and Client Manager](#)

Interested in learning more about the QuickBooks Community? [Sign up for Community E-News.](#)

Or start by visiting the [Welcome Center](#).

QuickLinks

Shortcuts to other resources:

- [QuickBooks E-News Preference Center](#)
- [QuickBooks Technical Support](#)
- [Buy QuickBooks Online](#)
- [Order Checks, Forms and Supplies Online](#)
- [QuickBooks E-News Archive Site](#)
- [Find a QuickBooks Advisor](#)