

Larry's Landscaping & Garden Supply
Balance Sheet

	Dec 31, 11	Dec 31, 10	% Change
ASSETS			
Current Assets			
Checking/Savings			
Checking	99,250.02	198,361.47	-49.97%
Cash Expenditures	225.23	0.00	100.0%
Savings	5,987.50	20,477.50	-70.76%
Total Checking/Savings	105,462.75	218,838.97	-51.81%
Accounts Receivable			
Accounts Receivable	35,810.02	3,583.04	899.43%
Total Accounts Receivable	35,810.02	3,583.04	899.43%
Other Current Assets			
Prepaid Insurance	500.00	0.00	100.0%
Employee advances	100.00	0.00	100.0%
Inventory Asset	6,937.08	2,163.90	220.58%
Undeposited Funds	110.00	0.00	100.0%
Total Other Current Assets	7,647.08	2,163.90	253.39%
Total Current Assets	148,919.85	224,585.91	-33.69%
Fixed Assets			
Truck			
Accumulated Depreciation	-1,725.00	-1,150.00	50.0%
Original Purchase	13,750.00	13,750.00	0.0%
Total Truck	12,025.00	12,600.00	-4.56%
Total Fixed Assets	12,025.00	12,600.00	-4.56%
TOTAL ASSETS	160,944.85	237,185.91	-32.14%
LIABILITIES & EQUITY			
Liabilities			
Current Liabilities			
Accounts Payable			
Accounts Payable	2,578.69	3,263.28	-20.98%
Total Accounts Payable	2,578.69	3,263.28	-20.98%
Credit Cards			
CalOil Card	1,403.99	428.74	227.47%
QuickBooks Credit Card			
QBCC Field Office	45.00	0.00	100.0%
QBCC Home Office	25.00	0.00	100.0%
Total QuickBooks Credit Card	70.00	0.00	100.0%
Total Credit Cards	1,473.99	428.74	243.8%
Other Current Liabilities			
Payroll Liabilities	5,520.47	0.00	100.0%
Payments on Account	-1,520.00	0.00	-100.0%
Sales Tax Payable	2,086.50	181.48	1,049.71%
Total Other Current Liabilities	6,086.97	181.48	3,254.07%
Total Current Liabilities	10,139.65	3,873.50	161.77%
Long Term Liabilities			
Bank of Anycity Loan	19,932.65	0.00	100.0%
Equipment Loan	3,911.32	0.00	100.0%
Bank Loan	5,369.06	12,722.44	-57.8%
Total Long Term Liabilities	29,213.03	12,722.44	129.62%
Total Liabilities	39,352.68	16,595.94	137.12%
Equity			
Opening Bal Equity	151,970.07	219,570.70	-30.79%
Owner's Equity			
Owner's Draw	-5,000.00	0.00	-100.0%
Total Owner's Equity	-5,000.00	0.00	-100.0%
Retained Earnings			
Net Income	-40,118.74	-313.26	12,706.85%
Net Income	14,740.84	1,332.53	1,006.23%
Total Equity	121,592.17	220,589.97	-44.88%
TOTAL LIABILITIES & EQUITY	160,944.85	237,185.91	-32.14%

Focus on the interactions that are important to customers

In recent years, mature companies with far-flung networks of frontline sales staff — banks, retailers, airlines, and incumbent telecom providers, for example — have devoted a great deal of money and effort to retaining their current customers. As many academic studies have noted, the costs of doing so tend to be much lower than those of acquiring new ones. The success of this strategy ultimately depends on the breadth and depth of customer relationships translating the resulting loyalty into higher sales of services, as well as a healthier bottom line. We believe many businesses are falling short.

Commentary regarding specific financial concerns or various advice aimed at improving your financial picture.

Although companies are investing record amounts of money in traditional loyalty programs, in customer-relationship-management (CRM) technology, and in general service-quality improvements, most of these initiatives end in disappointment. According to Forrester research, only 10 percent of business and IT executives surveyed strongly agreed that business results anticipated from implementing CRM were met or exceeded.[1] What's regularly missing, in our experience, is the spark between the customer and frontline staff members — the spark that helps transform wary or skeptical people into strong and committed brand followers. That spark and the emotionally driven behavior that creates it explain how great customer service companies earn trust and loyalty during "moments of truth": those few interactions (for instance, a lost credit card, a canceled flight, a damaged piece of clothing, or investment advice) when customers invest a high amount of emotional energy in the outcome. Superb handling of these moments requires an instinctive frontline response that puts the customer's emotional needs ahead of the company's and the employee's agendas.

Executives typically struggle to transform the way a company responds to its customers. Some wrongly assume that the quality of emotional responses — what the author Daniel Goleman famously called "EQ," or "emotional intelligence"[2] — is so deeply programmed at birth or in childhood that it is impossible to influence. Others mistakenly try to script what are by definition spontaneous events, thereby removing authenticity and empathy from the customer experience. These missteps make it hard to foster appropriate behavior, to enhance the intrinsic emotional intelligence of employees, and to extend across the whole frontline network the excellence of exemplary individuals, branches, and offices.

During our work with companies, we have found a number of practical ways for them to overcome these challenges. In any industry that offers a service (or sells a product with an "embedded" service element), there are moments when the long term relationship between a business and its customers can change significantly — for better or for worse. By supporting and developing the frontline emotional intelligence of its employees, it can ensure that more of those moments have a positive outcome.

Specific financial measures for your business tracked over time in graphical format

