

# GODPARENT



## RED SOFA INTERVIEW

### JULIE FUTCHER, THE SALES ACE

Talking about the sales process and how to maximise business growth in this time of business confidence.

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## TOP TEN

### POSITIVE OUTCOMES FROM THE PANDEMIC

A reminder of the top ten greatest benefits of this whole Covid experience.

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## FREEDOM DAY IS HERE!

The 19th July has arrived and there is a lot going on for businesses. With the effects of Brexit, furlough withdrawal, supply chain issues, and cash flow challenges, 'Freedom Day' is a welcome moment in this pandemic, however, the current picture still isn't pretty. The hospitality sector is struggling to find chefs and front of house staff. Estate agents are battling a lack of housing stock. And there is a world shortage of chips - and we're not talking the potato variety here! But... and it is a good 'but'... the economy is bouncing back, and economists are predicting a boom such that we haven't seen in this country since 1948. So, are you ready? Here at Essendon Accounts, we've increased our headcount to boost our ability to serve our clients. Plus, we have surrounded ourselves with carefully chosen experts who will be delighted to give you the benefit of their advice. Hey, if sales is your thing, we've got a cracking red-sofa interview for you to watch. Go enjoy!

**ROGER EDDOWES**  
BUSINESS GODPARENT



## ROGER AT DIGITAL TRANSFORMATION

Roger was recently asked to speak at the Digital Transformation Forum, which took place in May this year. The topic was an interesting one for ambitious small businesses, for it addressed the subject of how outsourcing can enable SMEs to cater to larger clients.

Xledger is an excellent example for us at Essendon. We love working with family businesses, but we also thrive on servicing larger concerns. Our challenge is

their needs are different. They're more complex and they require far more evidence of tight control. To cater effectively to them, we need a different accounting package. Xledger is ideal because it's scalable, offers real-time reporting, and facilitates multi-dimensional insights that accounting packages for smaller businesses don't. It also has a common configuration that we can use across multiple clients, and this saves us a lot of time in onboarding and ongoing account management.

What's our message to you here? It's simply this...

If you're an aspiring SME, there is no reason why you can't offer services to much larger organisations. And when you get it right, you'll find you can still maintain the SME personal touch that matters.

We'll keep you posted on other events Roger's asked to speak at. He always gives us food for thought!

**A BIG WARM WELCOME TO DAN AND EVE!**

Please give a warm welcome to two new members of the Essendon Accounts team.



First, say hi to Eve Hughes. Eve has joined as a management accountant and brings a wealth of knowledge having completed her CIMA qualification whilst working for Center Parcs. For those of you who enjoy a relaxed approach to leisure, you'll delight in chatting to Eve about the latest books you've read, films you've seen, and live music events you're planning to attend... let's hope! Secondly, let us introduce Dan Bradnam.



Dan has joined as a senior accountant. He has over twenty years' experience under his belt, and thrives on working with businesses of all size. He's also had the benefit of working for both large and small practices in the past, so he brings a wonderful breadth of expertise to the table. As with all our team, Dan enjoys building strong relationships with his clients and revels in ensuring their expectations are exceeded. Plus, for the cricketers amongst you, he's a keen player for his local team. We'll leave you to find out who that is!



**JULIE FUTCHER ON THE RED SOFA**



**Interviewer:** Today, we have the pleasure of welcoming Julie Futcher from The Sales Ace onto our virtual red sofa. Welcome Julie. Would you mind giving us a brief insight into your background and The Sales Ace?

**Julie:** Yeah, Hi Terry.

So my background is 23 years working in recruitment, and I know you're kind of thinking, damn she looks good for that sort of age, so, yes, I am that old.

It was six years ago when I left recruitment, having had enough of it and set up, well, first of all, a business called the Sales Manager which was a Sales Training and Sales Consultancy, and then I rebranded at the beginning of 2021 to become The Sales Ace, and here I am today.

So what we do is Sales Training and Sales Consultancy and also provide LinkedIn lead generation training as a service, should anybody want that.

**Interviewer:** We hear that business confidence is at its highest for a number of years. What advice would you give our viewers to maximise revenue growth?

**Julie:** Yeah, it's an interesting one, isn't it. I read an article at the weekend which was saying, particularly, in the SME

marketplace, that prediction is, well on track for there to be a lot of confidence.

So how can you maximise sales? I think now is a really good time to just sit down reflect and look at all your processes.

So are your processes robust and what I mean by that is track the journey from a customer actually appearing as a lead and how you actually move them through the business and be really brutal with yourselves and ask is it effective? I've been doing a lot of work around that with our clients.

The other thing is about planning, and for me, creating a sales plan or something to work for is absolutely key because it helps you keep on track. It's not a business plan, it's not where do I want to be in 5 years time, this is a living, breathing document which shows you, you've sat down, you've thought about your business for 12 months, what revenue you want to achieve, and that can then generate activities and your sales pipeline, your marketing and things like that. So two things, review processes, and let's get that sales plan in place. These are going to help you really maximise those sales.

**Interviewer:** A quote from your website, that sales and revenue are the life blood of any business. Therefore what are the most common problems of where the sales process fails to close?

**Julie:** Lack of planning to start off with, and let me just elaborate on that... and I know I get a bit preachy, Terry, about this, so I'm sorry. I've got my soapbox out again.

So lack of planning. Why is that a big hiccup? Well, it's because people tend to keep things in their head. They're working in the month, they're not using a plan to sit down and strategically think about their business for the next two or three months.

When I've worked with clients, we tend to say what activity you do this month is going to start showing in month three, four and five, depending on your sales circles. So really, that's the one thing that is a must for any business, whether you are a tiny, tiny business and you've just started out or a multi-million-pound turnover business, sales planning is the crux of it.

I think the other thing as well that I work with clients where we've got these difficulties, closing business. Is people tend to forget that closing starts and actually the beginning of the process and not the end. A successful close of the sale is a build-up of all your activities that you have done and the way that you have done it, and the close is just...

**TOP TEN POSITIVE OUTCOMES FROM THE PANDEMIC**

We've all received a few wake-up calls in the last few months, and being reminded of any mix of the points below has been one of the greatest benefits of this whole Covid experience.

1. **Our NHS is amazing** - The doctors, nurses, ambulance drivers, medics... all of them are true heroes.
2. **Health matters** - Not just because it helps us feel good at the time, but because being healthy helps us fight illness if it does strike.
3. **There's nothing like a good declutter** - Lockdowns have given many of us a chance to clear out unnecessary clutter in our homes. And boy, has it felt good once it's done.
4. **We miss structure, purpose, and progress when they're not around** - We may all dream of holidays where we have nothing we have to do, but doesn't the world seem like it grinds to a halt when structure, purpose and progress aren't around?!
5. **The four walls around us aren't a hotel** - They're our home. How we choose to decorate, manage, and use that space can have a huge impact on how we enjoy our leisure time.
6. **Value our wildlife** - How we behave has a huge impact on the wildlife around us. Who didn't manage to spot more animals during lockdown?
7. **Exercise is great** - And not just because it keeps us healthy, but because it can be safely sociable whilst we're outside enjoying nature.
8. **We CAN be grateful for what we have** - When the shops are shut and you can't go anywhere, suddenly the most insignificant things can make your day.
9. **Pollution CAN be reduced** - It was a fabulous eye-opener just how much pollution dropped whilst lockdown progressed, and this has hopefully inspired many businesses to investigate how they can keep the good work going.
10. **Community is important** - The acts of generosity and kindness that have been shown in support of neighbours and the greater community have been inspiring.

**ESSENDON IS PROUD TO FEATURE AS A 'GO TO' EXPERT**

Samantha Poole is the GoTo Mum and Business Growth Expert that locals in Milton Keynes know, like and trust. So Sam created an extensive search facility to help you find the best businesses in your area that have been hand-picked to give you a more personalised and custom service.

We're so pleased to hear that we are the GoTo Experts for accountancy and tax services. If you're looking for other great services or products, take a look at their website: [askgoto.com](http://askgoto.com)



**CASH BOOST FOR APPRENTICESHIPS**

Support for apprenticeships has got even better...

Introducing an apprenticeship scheme into your business can be a win/win situation for all. It can provide extra help within your operation, enable apprentices to gain valuable skills, and help to boost the UK economy overall. Plus, there's even more good news because the government is really putting money where its mouth is regarding developing young workers.

So what's the latest story? Employers can now apply for extra funding to support taking on new apprentices. It's pretty flexible, as government schemes go. You can choose how to spend the money; for example it can cover uniforms and travel costs. And you'll be glad to know that this is currently additional funding above the funding already available for training and assessing apprentices.

Of course, the thought of taking someone on without any experience can sound daunting to SMEs, however it can be extremely beneficial. Apprenticeships represent extra pairs

of hands arriving in your business in a low risk and cost-effective way. You can tailor your training to the particular needs of your business, and young minds will soak up what you need them to learn.

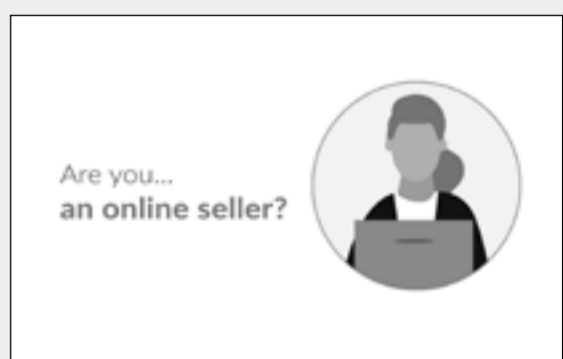
If you've been thinking about taking on an apprentice, now is definitely the time to do it. It's worth remembering, however, that though these apprenticeship initiatives are intended to help boost the country's economic recovery, they don't last forever. So keep an eye on how long the different schemes will be available.

If you'd like to understand more about how an apprenticeship scheme could have a positive impact on your business and support your plans for growth, get in touch with us. We'd be happy to discuss your options and see if this important step could help your business thrive in these challenging times.

**ARE YOU AN ONLINE SELLER?**

Do you need better visibility of product costs & profitability? Or functional reporting by produce or region? and multiple approvers per invoice? And are you still using excel to work out profit margin per product?

If so take a look at how Essendon works with Xledger UK to guide you and your business forward. Watch now: [www.youtube.com/watch?v=ruL8vhE\\_tSQ](https://www.youtube.com/watch?v=ruL8vhE_tSQ)



## XLEDGER: IDEAL FOR LARGER BUSINESSES

We have a broad portfolio of clients and from an accounting perspective they have different needs, particularly with respect to software. For larger businesses, our go-to is Xledger. It's ideal for managing their more complex requirements and has an impressive list of core functions.

### Workflow

Invoice approval can be based on cost centre, projects, or value. This enables tight cost tracking by budget holders and finance teams. Plus, invoices can be approved via the cloud app or a mobile device.

### Bank Payments

Bank integration facilitates direct payment to be made through Xledger, thus automating payments to suppliers, wages etc. Payment approval gives total control over cashflow and forecasting.

### Reporting & Analytics

Flexible, real-time, report creation where you can extract information by cost centre, region or product. MTD and tax payment can also be completed through Xledger.

### Expenses

Built-in expenses system for employees to upload expenses for approval and payment. These can be booked to a cost and/or recharged directly onto a customer.

### Automation

Ability to send in and store supplier invoices directly to the system through a customer specific email address.

In a nutshell, Xledger enables Essendon to provide the day to day bookkeeping and accounting services so that clients can focus on their business.

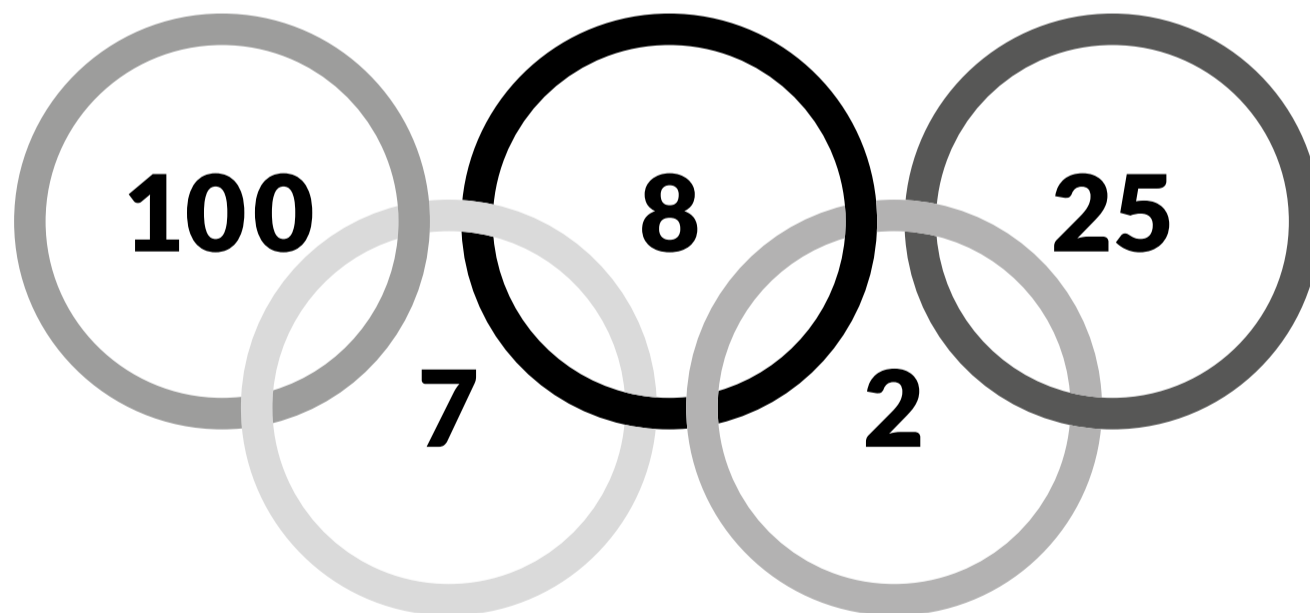


## MINDBENDERS NUMERICAL OLYMPIC RINGS

### Directions

Using the numbers in the Olympic rings, subtract, divide, add and multiply together to reach the target number of 719.

Can you reach the exact target number?



TARGET NUMBER:

# 719

Want to maximise the potential of your business? Contact the Business Godparent now to steer you in the right direction.

Call today on 01908 774320



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