

LINDSEY & WALDO

CERTIFIED PUBLIC ACCOUNTANTS

"You see the numbers, we look for the opportunities."



SPECIAL POINTS OF INTEREST:

- Referrals
- What is your "USP"?
- Call-in Times
- Trivial Knowledge
- Testimonial
- And much more....

INSIDE THIS ISSUE:

8 Tips from the Disney Play Book

IRS Phone Scammer Gets 14 Years

Most Retirees Required to Take Retirement Plan Distributions By December 31

3 Common Marketing Mistakes

Ask the Taxpert

We Believe In Referrals

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8 Tips from the Disney Play Book

17.5 million guests visit the Magic Kingdom every year. Disney MUST be doing something right. One of my favorite Walt Disney quotes is:

"Do what you do so well that people can't help telling others about you!"

With the largest group of employees (Disney calls them cast members) in any one place, the company apparently places a lot of emphasis on training them to follow the same play book. Here's what one cast member learned from his years with the Mouse:

"The front-line is the bottom line." The employees in front of the customers are the ones they see – look after them, teach them well, support them. Every face to face interaction is a moment of truth. If a customer interacts with 60 cast members per day there are 60 moments of truth. If there are 59 great moments and 1 bad, which do you think the customer will remember? We need all moments of truth to be great. They are how your company will be judged.

When you find out what a customer's "wow" moment was make sure to share that with other employees and celebrate it with the employee who provided it. Then, they'll be only too happy to make more magic!

"What time is the three o'clock parade?" It may just be the most common question from Disney's customers. To you it may be a cliché, to them it is just a question they'd like answered.

Continued on page 3 ↗

IRS Phone Scammer Gets 14 Years

Armed with a long list of potential victims, referred to by co-conspirators as "lead sheets," India-based callers systematically placed thousands of calls to individuals in the U.S. in the hopes of intimidating them into turning over some cash. To extort these victims, the India-based callers impersonated law enforcement officials of the FBI and IRS and threatened their victims with financial penalties and arrest in connection with fabricated financial crimes or monies due the IRS.

According to Accounting Today, Sahil Patel, a scammer who organized such a scheme, has been sentenced to 14 years in prison. "Patel's elaborate scheme involved impersonating law enforcement officers and using intimidation and fear to bilk over a billion dollars from hundreds of unsuspecting victims," said U.S. Attorney Preet Bharara.

The scam continues despite Patel's arrest. Taxpayers who have been a target of the scam can report the incident to the Treasury Inspector General for Tax Administration at www.tigta.gov and clicking on the IRS Impersonation Scam Reporting tab in the upper right hand corner, or call the TIGTA hotline at 1-800-366-4484. *

Most Retirees Required to Take Retirement Plan Distributions by December 31

Taxpayers born before July 1, 1945 must generally receive payments from the individual retirement arrangements (IRAs) and workplace retirement plans by December 31.

Known as required minimum distributions (RMDs), these payments must normally be received by the end of the year. However, there is a special rule which allows first-year recipients, those who reached 70 ½ during 2015 to wait until April 1, 2016 to receive their first RMD. Meaning, if you were born after June 30, 1944 and before July 1, 1945, you are eligible for this special rule which allows you to defer your first payment.

Note: If you defer your first payment until 2016, you will still be required to take your 2016 RMD in 2016, so you will receive two payments in one year.

The required distribution rules apply to traditional IRAs, but not Roth IRAs. They also apply to various workplace retirement plans, including 401(k), 403(b) and 457(b) plans.

The RMD for 2015 is based on the taxpayer's life expectancy on December 31, 2015, and their account balance on December 31, 2014. *

3 Common Marketing Mistakes

"The great accomplishments of man have resulted from the transmission of ideas of enthusiasm." - Thomas J. Watson

Whether you create most of your sales through referrals, through direct marketing, or with a dedicated sales force--there are some common mistakes I've seen which are destined to suck the life out of your sales process.

Failure To Tell Your Story

One of the simplest mistakes many marketers or sales professionals make happens long before they set out to make a sale: they don't settle into the clear, *unique* story behind their service or product.

I'm not referring to an "origins" story (though that's often pertinent), but rather--what's the MAIN message nobody else is telling? Or just as good--what's the story that sets you apart from your competitors?

This is often called the "Unique Selling Proposition" (USP), and it's essentially: "Why you?"

Ask yourself...if you had five seconds to sum it all up, and you had to close the deal on the spot...what would you say?

When the answer to that little thought experiment is enough to complete a sale, you're good.

Right Product, Wrong Market?

This one isn't always something you can control, but every business owner should get feedback from their customers/clients about this.

Is your proposed customer base actually interested in the item or service you want to provide? You could be selling the best darn carpet cleaning service in Mayberry...but, what if everyone's got hardwood floors?

So...before you launch that new service or product, do some *basic* research: Are there other businesses successfully selling a similar product or service? Despite your fears--that's a GOOD sign, because it means you won't have to carve out some kind of unique niche.

It seems, though, that many business owners pursue the "holy grail" of a totally unique offering...and forgetting that it's probably unique for a reason.

Similarly, many business owners come to the market with what THEY want to sell...and don't give any serious thought or research into whether it's something which folks want badly enough to fork over their wallets for it.

Right Market, Wrong Problem?

Let's assume, at this step, you've got the right target market. And you've got enough of them in one place that you'll be able to sell something effectively.

But still, the product or service fails. What happened?

The next thing you have to ask is if you've really got your finger on the DESIRES of your targets...not just their NEEDS.

Are you really speaking to the element they care about most? Or are you just pitching to the things you *think* the prospect should care about? Surprisingly, those two factors may not be the same thing.

If you think this might be a trouble spot, the next step is to go where those prospects congregate and listen. Ask questions. Take notes. What online forums do they read, and what do they write about within them? What other products do your prospects use, and in response to what sales pitches?

What grabs their attention in the headlines? What do they whisper about at cocktail parties and around the cooler? When they lie awake at night, what do they worry about?

Get the answers to THESE questions, and your sales pitch is practically written for you. *

Ask the Taxpert

Q My granddaughter, Cindy, lived with me for three months of the year and with friends for the other nine months. However, Cindy had no income last year and I provided more than half of her support. Can I claim Cindy as my dependent?



A Yes. Although Cindy does not meet the definition of a "qualifying child" because she didn't live with you for more than one-half of the year, she does qualify as your dependent under the definition of a "qualifying relative" since she didn't earn more than the exemption amount for last year (\$3,950 in 2014) and you provided more than one-half of her support. A qualifying relative does not have to live in the same household.

*Do you have a question for the Taxpert that you'd like to see answered in a future Taxing Times? Or perhaps just an issue you'd like the Taxpert to address? Send the Taxpert a note to Taxing Times, 1050 Hillcrest Rd., Suite A, Mobile, AL 36695 or an email to taxpert@CPAMobileAL.com. **

This month's special Member-Only call-in times for Lindsey's Insider's Circle will be 8/24/15 from 2:00 to 4:00 pm. To schedule your appointment, contact Kristen at (251) 633-4070.
Not a member yet? Find out how to become one today!

Don't You Know?

- ? In Shakespeare's time, mattresses were secured on bed frames by ropes...when you pulled on the ropes the mattress tightened, making the bed firmer to sleep on. That's where the phrase, "good night, sleep tight" came from.
- ? The name Jeep came from the abbreviation used in the Army for the "General Purpose" vehicle, GP.
- ? Thirty-five percent of the people who use personal ads for dating are already married.
- ? The world's termites outweigh the world's humans 10 to 1.
- ? On average, 100 people choke to death on ball point pens every year, so be careful.
- ? One of the longest one-syllable words in the English language is screeched. (Strengths is another one.)
- ? No word in the English language rhymes with month, orange, silver or purple.
- ? "Dreamt" is the only English word that ends in the letters "mt."

8 Tips from THE Disney Play Book—*continued from page 1*

One of the keys to customer service is holding staff accountable. Make them aware of what is expected prior to hiring and during orientation. Then they will know what is expected of them, what is and what is not acceptable. People work better if they know the rules.

Separate on-stage and back-stage presence to maintain the setting. Snow White may smoke and fight with her Prince Charming but not when she is 'on-stage.'

Safety is not negotiable. End of story. If it is too expensive, too time consuming or too complex to carry out a project safely – scrap the project and move on.

When you have to say no, turn it into a "wow" moment. At Disney if a child waits in line for a ride only to find out he is not tall enough for the ride, he is presented with a certificate that allows him, and his family, to go immediately to the front of the line where he is tall enough. A potentially bad moment turned into a "wow" moment.

"Two ears, two eyes and one mouth, use them in that ratio. Listen to your customer. They are trying to tell you something. It is only when they have told you what they want that you give them the help they need."

*My apologies to the author. When I first saw this article, "Eight Disney Customer Service Rules", years ago on www.afterthemouse.com, I failed to make a note of the author's name and the website is no longer active. **





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AUGUST 10—Lazy Day

AUGUST 15—Relaxation Day

We Believe In Referrals

We really believe in the process of referrals, so part of the service we provide is to be sure to refer our clients and associates to other qualified businesspeople in the community.

Below, you'll find a list of areas in which we know very credible, ethical and outstanding professionals. If you're looking for a professional in a specific area we've listed, please feel free to contact us. We will be glad to put you in touch with the people we know who provide these services.

- ↳ Land Surveyor
- ↳ Mary Kay
- ↳ Signs
- ↳ Marketing Coach
- ↳ Pest Control
- ↳ Self Storage Warehouse
- ↳ Home Insulation
- ↳ Attorney
- ↳ Interior Shutters
- ↳ Tree Preservationist
- ↳ Realtor
- ↳ Financial Advisor
- ↳ Mortgage Broker
- ↳ Caterer
- ↳ Cultured Marble
- ↳ Printer
- ↳ Chiropractor
- ↳ Auto/Home/Life Insurance



National Dog Day was created with a dual purpose: to honor dogs, and to rescue dogs from homelessness and abuse. It's an opportunity for us to recognize and appreciate the value and importance of dogs in our lives.

This day is intended to honor dogs for all that they do for us. In addition to giving love and companionship, dogs help us out in countless ways. They are watchdogs for our safety. They lead the blind. Dogs aid in search and rescue, and they seek out bombs and drugs.

The second purpose of National Dog Day is to rescue dogs in need. On occasion, dogs need us to save them from homelessness and abuse. The goal of the National Dog Day Foundation is to rescue 10,000 dogs a year. Lend a hand to help a dog in need on National Dog Day, or any day. Buster would be proud. *

Having Lindsey & Waldo as my CPA makes tax time a little more manageable. I am able to drop my stuff off and they get right on it. They shoot me an email with things I missed or still need to get them and I can gather them at my own pace. They have the systems and people in place to prepare my complicated personal and corporate tax return with ease, so I can get back to my life and business without worrying about it.

Justin Struble, Moss Point, MS