

Contact Name, Firm Name

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Will You be Ready for BC PST on April 1?

On April 1, all companies doing business in British Columbia will need to switch to charging PST from charging HST. Will you be ready?

For Gold and Silver members of the AccSys Combined Support Plan, the changeover is completely covered by their CSP plan, as long as the appointment is confirmed prior to February 28. All other Adagio users should respond to AccSys's recent email to set up their appointment. If you cannot find your email, please contact Customer Service at 1-888-534-4344 to make arrangements.

Do You Keep in Contact with your Clients?

Do you think it's important to stay in contact with your clients? Many companies would like to keep in touch with their clients but most don't know how or think it's too hard. An easy first step is to publish a newsletter. Here are some simple ideas to get started.

- Begin small – no more than one page every three months. Don't waste your time or your client's time with too much information. Only send the most important or most interesting information. Don't send your newsletter too frequently – your clients may consider it to be spam.
- Concentrate on news items, not just sales. Your clients should want to open your email and see what you have to say.
- Keep an open file of news items and add to the file during the quarter so you don't get to the newsletter deadline with nothing to say. If there aren't enough newsworthy items in your file, add helpful items about how they might improve their business.
- Use simple software to create a subscription list, write the newsletter, and send the email. For the Solutions newsletter we use Adagio SalesCQ and Adagio GridView for the subscription list, Microsoft Word to write the newsletter, and Microsoft Outlook to email the newsletter.
 - The reason why AccSys uses [Adagio SalesCQ](#) for the subscription list is that we were already using SalesCQ to maintain information about each client contact and organize and track our quotes to them. If you don't have SalesCQ, you could use Adagio Receivables for your subscription list and define an additional field to select if the client should be included in the subscription list. Filter on that field and click the XL Direct button to create the spreadsheet.
 - If you don't have Microsoft Office, you can use another word processor or email system such as Constant Contact.
- If you have a good deal of information to present about an item, consider putting the full details on your web site and just a short paragraph in your emailed newsletter. You can also keep a [library of your newsletters on your website](#).

If you'd like to chat about how you can begin your own newsletter, email wally@accsysolutions.com.



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