

Are your annual accounts as useful as an ashtray on a motorbike?

As leading accountants we have a confession to make: some of the information that the accounting profession is obliged by law to help businesses like yours to produce – especially year end accounts – is often as useful as an ashtray on a motorbike!

Putting it another way, as it said in a recent report from the Institute of Chartered Accountants:

“every aircraft in the world would be grounded if air traffic control relied on the same type of system as companies use to report their information... current reporting formats provide too little too late”.

Rather than sitting idly on our hands waiting for the government to force change on our clients, we have worked with hundreds of other leading accountants across the UK to create an 8-step **Performance Measurement and Improvement System** based on what the UK's most successful businesses do every single year.

This simple new system takes just a short time to explain – and has the potential to make a profound difference to you and your business for years to come.

And, perhaps best of all, it is also FREE.

As a senior professional I strongly recommend that you take a look, since it embodies “best practice”, and could be exactly what you need – even if you didn't previously know you needed it!

But it is not something that I can send through the post, since we need to get together for an hour or so for me to talk you through it first.

So, if you want to improve your business for free, please use the attached FaxBack to tell me when the best time is for us to get together. Alternatively, you can call me on 0208 501 3991

I look forward to hearing from you.

Leslie Eriera

FaxBack

From:

To: Leslie Eriera, Leslie Eriera & Co Accountants 0208 500 3092

Subject:Free performance measurement and improvement system

No thanks – I am not interested in a free system that will make a profound difference to the success of my business.

Yes please – I am interested and would like to come to a short (free) presentation with a select handful of other businesses.

Yes please – I am interested, but would prefer a one to one meeting. Three dates that work for me are

..... (time) on (date)

..... (time) on (date)

..... (time) on (date)

Please contact me to confirm which of these dates works best for you.