## ESSEX BUSINESS Get your HR house in order

## (NC)-As an entrepreneur, you're likely in business because you have passion for the product or service you offer, not because you love dealing with payroll, T4 slips or records of employment. For your business to succeed, you need to remain focused on key business drivers like strategy, growth, customers, and products and services - not back and front office administrative work.

But how do you stick to core business initiatives if you don't have your HR house in order? Simple: outsource it. Just like you do

(NC)-The economy and

taxes are just a few things

that can keep Canada's

small business owners

awake at night. But at the

end of the day, cash flow is

always on their minds,

regardless of their business.

"Cash flow is the oxygen

every business needs and

your ability to manage your

customers' paying habits

will determine its abun-

dance," said Brian Holt,

Director of Small Business

These strategies will help

you work effectively with

your customers to keep the

Speed up customer

"Web-based"

orders by asking that orders

be faxed to you, or create a

process. And invoice the

day you ship. Be sure to

indicate on your invoice

when the payment is due,

noting the late payment

penalty. Your customers

won't take this personally:

they respect your need to be

Be consistent with your

accounts receivable poli-

cies. Even if they are

referred by a friend, ask a

new customer for three

business references and be

Check out the financial

Credit checks are common

sure to call them.

at Scotiabank.

cash flowing.

paid quickly.

virtual

for chores around the home (cleaning, cooking, washing the car), businesses have been outsourcing administrative work for decades.

"Many entrepreneurs find one of the most difficult aspects of growing and managing their business is the simple task of delegating work and responsibility to others," says ADP Canada Employer Services president Rod Dobson. "Most business owners hesitate to cede control to others - it's one of the reasons they are in business for themselves."

But when it comes to HR

Educate customers to help

increase your cash flow

and back office administration, hoarding the work can have a reverse effect on the success of your company. If you're too busy running the business, you're not allocating your top resource – you. When will you have time to think about growth strategies or manage customer relationships? Outsourcing your company's payroll, HR, and other employer services activities will help get your HR house in order.

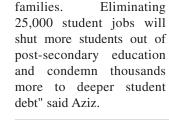
More information on outsourcing and how it can benefit your business is available online at: www.adp.ca.

OTTAWA/CCNMATTHEWS -Up to 25,000 summer jobs for students have been eliminated by Treasury Board President John Baird through a sixty percent cut to the Summer Career Placement Program. As part of the \$1 billion service cutbacks announced Sept. 25, Baird cut \$55 million from the Human Resources and Skills Development summer employment program. "Taking jobs away from

students will reduce savings for school and increase student loan borrowing," said Amanda Aziz, National Chairperson of the Canadian Federation of Students. "Summer work is not a luxury-it pays the bills."

The Summer Career Placement Program is responsible for the creation of over 45,000 student jobs annually. Human Resources and Skills Development Canada, the department responsible for managing the Career Placement Program, has until Jan. 1, 2007 to figure out how to manage the Progam with only 39 percent of its previous funding.

"University and college is already beyond the means of thousands of Canadian



Insurance

Needs...

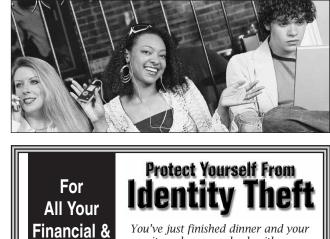
See Us

Today!

DPM INSURANCE G

25,000 summer jobs cut

Summer career placement provides on-the-job experience and training, and most Canadian students depend on their summer income to get them through the academic year.



waitress has come back with your declined credit card... You go to the bank machine to get some cash, and all your money is gone ... The nightmare has just begun.

> SERIOUS? YOU BET IT IS!! We have companies that will insure you against this. Call us at DPM Insurance today. We've got you covered.

**DPM INSURANCE GROUP** 29 Talbot Street North, Essex, Ontario Phone: (519) 776-6457 🔟



On behalf of Jeff Walker, Branch Manager at your local RBC branch, we would like to welcome two new members to your Essex RBC Royal Bank team.

*We extend a warm ... Welcome home! ... to Judy Langlois (Cascadden)* as our new Financial Planner. With over 22 years experience in the financial services industry, Judy is eager to provide outstanding financial advice and full financial planning to our clients.

We would also like to welcome Jason Lazarus as our new Account Manager. A lifelong resident of Windsor/Essex County, Jason brings with him a wealth of knowledge and an unmatched "client first" attitude.

> On Friday October 20th, Judy and Jason would like to invite you to a branch

**Open House from** 12:00pm to 5:30pm

where they will be in the front foyer to meet our clients.

Please stop by and meet these two outstanding individuals!



and your customer shouldn't object to your wish to protect your business. Until you are comfortable with their ability to pay, stick to a cash only policy.

Late payers? Don't expose yourself to this problem. Institute a late fee, for example two per cent per month to customers who pay late and charge back customers who take discounts after the discount periods.

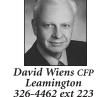
Lock in cash flow using continuity sales. A great way to build goodwill among your customers while locking in cash flow well into the future is by offering continuity of sales or services. Continuity sales are a formal agreement that ensures your customers strength of a new customer purchase products or servbefore offering them credit. ices on an installment basis for a fixed period of time.

Let's say you are a fitness instructor. You can offer a fall or winter deal to provide 12 lessons for a set fee and get your students to pay you in advance. You can trade a discount for secur-

ing their business and steady cash flow for weeks or months to come. And continuity sales can be applied to almost anything. It's best to request full payment before you provide the service or product. That way, the onus is on the customer to make the most of their investment.

With a small business expert in every branch, Scotiabank is here to help small business owners find the money to reach their goals. More information is available at your local branch or online at www.scotiabank.com/small business.





Leamington 326-4462 ext 223