



The Power of Partnership

A single consultant never can fill all your needs. A consultant who morphs into "jacks-of-all-trade" status inevitably ends up being the master of none of those trades. Nonetheless, business owners and managers often have needs within unrelated disciplines-accounting, marketing, and human resource development for instance-and the effort required to secure trusted advisors in multiple areas of a business can occupy so much of your most precious asset, time, that efficiency, and indeed profitability can be the casualties.

Until now - because we have done this work, this pre-screening of trusted advisors for you. **Smart Business Services of Northern Virginia** is in the business of helping other businesses succeed. We have in-house expertise in accounting, payroll, human resources and sales and marketing services. Our staff has the skills, knowledge and expertise to help you run your business better, more efficiently and more profitably. Better still, we have strategic alliances with experts in corporate taxation, employee benefits, banking, marketing and event planning who, collectively, allow us to reach into a variety of business disciplines to add *punch* to our portfolio of services. Check out our [website](#) to learn more about [our team](#).

Year End is Right Around the Corner ...



Before you know it, you will be closing out 2007. It will be time to get out those W-2's, 1099's, and corporate tax returns, and shift your focus to growing your business in 2008. Here's how we can help:

- **We know payroll!** With certification by the **American Payroll Association**, we can assure you comply with the multitude of laws and regulations that cover how you pay your employees and report your payroll activity. And yes, we know there are lots of payroll services out there, but how many of them truly integrate their services into YOUR

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Why Outsource?

The bottom line? **Done correctly, outsourcing can make and save you money.** Many small- to mid-sized businesses simply don't have the budget to carry full-time employees in **non-core** business functions. Yet all businesses, regardless of their size, need the expertise of seasoned professionals in finance and accounting, corporate taxation, payroll and human resources, sales and marketing. And the great thing about outsourcing is that they can acquire these services without the huge investment of time and money that goes along with hiring personnel. Think about the overall time and money invested in hiring and managing employees: First, you have the recruitment process, which is followed by the costs of training, of salary, of benefits, and of management. And finding

business?

- We know how to close your books and reduce the cost associated with tax return preparation. Our year end checklist will save you time and money. **Call us today to find out how.**
- **How will you measure success in 2008?** What information will your investors and lenders be looking for? *Budget and Planning* is a critical component for successfully navigating your business and making sound decisions. Our team will take the time to learn what drives your financial engine and help you set a strategy for success.
- The beginning of a new year is a good time to take the pulse of your employees. Are you experiencing high turnover? Is your benefit plan competitive? Are you investing in your *human capital*? Call us today to set up a *complimentary one hour consultation* to discuss ways in which we can help you align your human resources strategy with your overall corporate strategy. **Your employees are the driving force behind your success.**

the right person to fill several narrow needs within your business is next to impossible. **Smart Business Services** of Northern Virginia is YOUR strategic business partner, providing you with functional expertise in the areas where you need it.

Discover how **smart** outsourcing can work for you.

Call us today
703-745-3786

Is Your Sales & Marketing Plan Working?

Image. Reputation. Brand. Whatever you call it, your position in the marketplace is your most valuable asset. Your clients and future clients have three questions you need to answer:

- **How can you solve their problems?**
- **How are you better than the alternatives?**
- **Do they want to do business with you?**

Your answers to these questions create your image, your reputation, your brand. Cultivating that brand therefore should be a top priority of any organization. And that's where **Smart Business Services of Northern Virginia** and our newest partner, **Green Monster Marketing and Communications**, can help.

Whether you need help getting started with public relations strategy, want to establish a brand identity for your entire suite of marketing materials, or need someone to get your marketing/P.R. efforts off the ground, *Green Monster* is there for you. With a depth of experience in brand management, marketing strategy, P.R., market research, and executive positioning, *Green Monster* will help you **find your voice and tell your story.**

But . . . Our services do not end here - your marketing strategy **must** incorporate a sales strategy to get your product or service in the hands of your customers. Together **Smart Business Services of Northern Virginia** and [Green Monster Marketing and Communications](#) deliver results!

Looking forward to future handshakes with you,

Karen Dolan