

A Cure For 'Accounts Embarrassment Syndrome'

Written by RAB Lee



It's probably not something you have ever known specifically by name but if you've been in a meeting where accounts meet bodyshop you will have seen it in action!

Most bodyshop managers have got there the hard way, by solid graft! They've moved up through the ranks mostly self taught and with very little formal training and support.

So suddenly they get to a position where they are 'naturally – assumed' to understand accounts, they don't and Accounts Embarrassment Syndrome kicks in. Symptoms include glazed eyes, brain to neutral and liberal nodding of head when accountant says anything.

Of course any chance of defending a productivity bonus is clearly out, due to central expenses etc and some very long pages of numbers. Nothing is said because the manager feels he should know about this stuff but no one has ever bothered to teach him!

The good news...

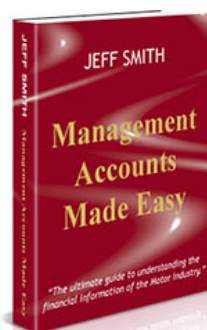
We now have a cure, [Management Accounts Made Easy by Jeff Smith](#). You make some money, you spend some and you're hopefully left with some! It's that easy and by the way here are Jeff's usual clear precise definitions of all the accounting jargon usually used to throw managers off the scent.

What's more your accountant could do with a read! He/she may properly understand labour gross profit and what the leaps in productivity he puts into his budget actually mean, because he will be in a proper conversation with the management team about what it is really all about.

Jeff's little red book makes this vital area clear, defined and really quite easy to understand. You are recommended to get a copy, read it and banish A.E.S. for ever!

Regards,

RAB Lee



[Management Accounts Made Easy written by Jeff Smith](#)
<http://www.asksight.com/management-accounts-made-easy.html>