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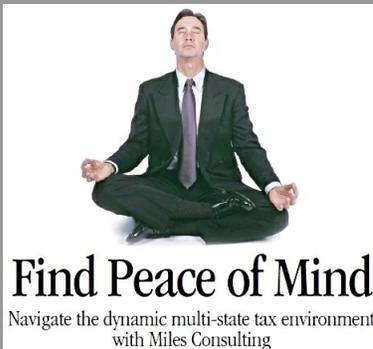
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Greetings!

May is typically a month of some nice celebrations and milestones! It includes moms and grads... and if you're a sports fan- basketball and hockey playoffs! So, happy belated Mother's Day to all the Moms, Congratulations to all of you who have graduated, and goof luck to sports fans (particularly those in the Bay Area) as they (hopefully) move on.

With busy season behind many of our CPA colleagues, some focus turns towards CPE. Miles Consulting is on the training bandwagon too! At the beginning of May, I engaged professionals in a 3-part Jumpstart Your Rainmaking Webinar series, and I just finished hosting two webinars on the CPA Academy platform relating to [sales tax](#) and [audits](#). [Clink here](#) for these webinars. Stay tuned for repeats of those later in the year.

I am excited to announce that I will also be speaking about sales and use tax basics at the Sales Tax Institute in Chicago at the end of June. I invite you all to join me in the Windy City as we embark on this sales tax journey together. Registration is now open. (See below)

Check out some of our multi-state and Rainmaking articles for May as we spend a little more time on CA's tax incentives and other legislation, among other items.

If you want to know more about any of the items in this month's e-newsletter or what we do at Miles Consulting, please [contact us](#).

All the best,
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Hot State Tax News

CALIFORNIA TAX INCENTIVES: ARE THEY BENEFICIAL OR NOT?

As California has rolled out additional tax incentives for businesses, the debate over their value has endured. Are they good for the state budget? Do they help give businesses reasons to stay? Keep reading to see two common opinions, as well as how we think California should continue.



[Click here to read more.](#)

IS IT SALES TAX AUDIT SEASON?

CPA colleagues across the country just finished tax busy season. And hopefully they are taking a well-deserved break. But I wonder - when they come back up for air, will their clients be pinging them again because they've received notice of a sales tax audit?



My practice is based in California, so most of my audit controversy work is in the Golden State. And it seems to me that audit activity has been picking up. I have several audits going on right now in a variety of industries, for clients with a variety of issues. We thought it would be a good time to revisit some areas that companies should be aware of when maintaining their documentation, just in case it really IS audit season and you get tapped on the shoulder, ever so gently, by

the state taxing authority:

[Click here to read more.](#)

CALIFORNIA BUSINESS' TAKE ON THE STATE'S RECENT LEGISLATION

You may remember that back in November, the Tax Foundation released its State Business Tax Climate Index, which ranked states based on the various tax systems



companies need to work within. California businesses were less than thrilled the state ranked 48th out of the 50 states.

Because the report is intended to help lawmakers see areas where they could improve, we thought it would be interesting to take a look at ways the Golden State fares.

[Click here to read more.](#)

Rainmaker Series

RAINMAKING - THE VALUE OF THE NEXT CLIENT

Why is it so important to engage in Rainmaking and pick up that next client? Well, aside from the obvious reason - that it leads to cash today, it will also likely lead



to cash tomorrow. Once we build a relationship with a customer and provide good service, they will generally become a repeat customer and/or a good source of future referrals.

Customer Lifetime Value

This is where the concept of "Customer Lifetime Value" or "CLV" comes in. According to Wikipedia, in the technical sense, CLV is a prediction of the "net profit attributable to the entire future relationship with a customer".

[Click here to read more.](#)

RAINMAKING - THE VIDEO EXPERIMENT (PART 2)

If you've been following me, you know that I'm a seasoned tax professional, and have spent the better part of 20+ years helping clients



with their multi-state tax needs. My firm specializes in helping middle market companies navigate the complex sales tax and income/franchise tax issues that they'll encounter as they do business in multiple states.

Recently, I've been focusing my outbound marketing efforts not so much on my multi-state business, but on a new venture - my training programs for professionals selling services - the "Rainmaking" series of products. My biggest challenge right now is that I don't want to confuse the message. I'm still, very much, doing multi-state tax consulting. But this newer part of my practice needs some attention and love so that people understand what I'm doing

[Click here to read more.](#)

What's Up at Miles Consulting?

Speaking:

Monika will be presenting at the Sales Tax Institute on June 22-24 in Chicago. The workshop will be about the "Basics of Sales and Use Tax." [For more information, click here.](#)

Networking:

[NAWBO SV](#) - As the National Association of Women Business Owners President, Monika invites you to an invigorating monthly meeting about sales and marketing strategies on June 21. Guest speaker Sandra will be presenting "Boost Your Brand Power through Your LinkedIn Profile." [Click here for more details and to register.](#)

[AFWA](#) - As a member of the Accounting & Financial Women's Alliance, Monika invites you to participate in the next membership meeting in July. [Click here for a calendar of events.](#)

Educating:

Don't forget - we do customized multi-state tax presentations for local accounting firms; invite us to do one at your firm! Stay tuned for upcoming webinars!

For more information, please call us at 408-266-2259.

About Miles Consulting

Miles Consulting Group is a professional services firm specializing in multi-state tax solutions. We address state and local tax issues for our clients, including general state tax consulting, nexus reviews, credits and incentives maximization, income tax and sales/use tax planning, and other special projects. We also specialize in California tax credits and incentives. For more information visit, www.milesconsultinggroup.com.