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Going Beyond the Numbers to Deliver Insight, Guidance and Success

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Gray, Gray & Gray, LLP's News

Gray, Gray & Gray's Jennifer Meyers Presents at International Business Summit



Jennifer K. Meyers, CPA, MST, a director of tax at Gray, Gray & Gray, LLP Certified Public Accountants, recently addressed an international business summit in Atlanta, GA, that was attended by accounting firms from Germany and across the United States. The summit is an annual gathering of accounting firms with experience in global business and international tax strategies, presenting an opportunity for firms to share their expertise in international business trends and tax-law updates.

[Read the full press release here.](#)

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Family Business

Make Sure Your Business Doesn't Become a Continuing Daytime Drama



There's a lot to be said for staffing a business with family members, especially if you need help. However, before hiring relatives, consider the drawbacks as well as the advantages. It also helps to try to understand the roles staff members play through the eyes of family and non-family employees. Otherwise, you might end up with a cast of characters you can't direct and a script that just doesn't work for your business.

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Sales

Stretch Margins by Streamlining Sales



Help your sales personnel become more efficient and add to your bottom line. You'll find that it's not that complicated. Click "Full Article" for five essential steps that can increase customer purchases and give you more control over payroll expenses.

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Marketing

Tailor Marketing to Your Competition



Dun & Bradstreet and other sources can provide a wealth of valuable data about your rivals that can help you bolster your marketing campaigns. Click "Full Article" for tips on where to find the information and how to use it to stay on top.

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