


Fueling Your Future.



*Information for Oilheat,
Propane & Petroleum
Business Leaders*

GRAY GRAY & GRAY

CERTIFIED PUBLIC ACCOUNTANTS | ADVISORS

Westwood | Framingham | Boston

BEYOND THE NUMBERS

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It takes more than numbers.

Gray, Gray & Gray is here to help you "Fuel Your Future" by going beyond accounting services. With over 65 years in the energy business, we go beyond the numbers by delivering insight, guidance and knowledge to our energy clients so they can achieve growth and profitability.

*Happy New Year from the
Gray, Gray & Gray Team!*



It's 2014 - a new year with limitless possibilities! Gray, Gray & Gray is charged up and ready to help you make this your best year possible. Our commitment to your personal and business success is stronger than ever.

We thank you for your loyalty, and look forward to continuing to serve you in 2014 and for many years to come!

*Oil & Energy Magazine Features
"How Much Should You Pay a Salesperson?"
by Marty Kirshner, CPA
Supervisor, Gray, Gray & Gray, LLP*

Maintaining a steady flow of new oilheat or propane customers, along with equipment sales and service, is the lifeblood of any retail energy company. Unless you have the time to spend seeking out prospects and following up on sales leads, having a sales staff - even if it is just a single salesperson - is a necessity.

Whether you are seeking customers for fuel delivery or equipment installation, a good salesperson can be an invaluable resource for your business. But one question we receive quite often from our energy clients is this: How much should I be paying my salesperson? The factors that play into a salesperson's compensation depend on the individual company, but there are trends in the industry that can give you, at the very least, a starting point.



[Read the full article on staff compensation options here.](#)

How Does Gray, Gray & Gray Go Beyond the Numbers for You?



Every business owner should have a network of professionals who serve as their trusted advisors and strategic partners in success. At Gray, Gray & Gray, that's exactly what we strive to do each and every day for all of clients. We refer to this as going "beyond the numbers" for our clients.

How does Gray, Gray & Gray go "beyond the numbers" for you? Please help spread the word by sharing your feedback with us [here](#).

It's Time to Shift Gears.



Times have changed and so has the energy industry.

You can't run your business the same way you have in the past.
That's why Gray Gray & Gray has developed
5-SPEED

**5-Year
Strategic
Planning
Exercise for
Energy
Dealers**

Our industry experts will work with you to develop a customized five-year plan of action to help move your company forward with confidence.

GET IN GEAR!

Contact [Joe Ciccarello](#), [Jeff Foley](#) or [Marty Kirshner](#) today to discuss a 5-SPEED strategic plan for your energy business.



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