

Mining the Gold in Your Client Base

Or

- **How to increase your revenue by 20% to 40% or more without taking on a single new client!**
- **Presented by CPA Network Inc.**
 - The “How to do it people”
 - Bringing wisdom to your practice
- **Neil Guilmette Executive Director**
- www.CPANetwork.org

Three Basic Principles

- **Attitude Is Everything**
- **Perception Is Reality**
- **Coming To Know and Live In The Truth Will Set You Free**

What this workshop is about

- Make more, work less and have more fun doing it.
- How to get clients to happily pay you well above the “going rate” ... and to rave about you to their friends!

There is good news and there is bad news!

- **The good news** is this approach is very doable - it's been field proven for over 40 years!
- **The Bad News is:** To succeed requires Change, Time, Investment and Accountability for implementation

What kind of change?

- From an accountant who give advice to a Business Advisor who is certified in accounting
- Creating a “Client Centric” firm culture with a very different approach to creating and managing client relationships
- Learning “Selling Without Selling” - our secret sauce, which gives you total control over business development with current clients or new prospects
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Step Number One:

- Put on your own costume! Differentiation is a must
- How is what you do and the way you do it unique in a way that’s visible and valuable to your clients?
- Become **CONVERSANT** in discussing your difference with anyone, anytime, anyplace

Download “The UVP Concept” at www.cpanetwork.org

Step Number 2:

- **Stop charging for what you do!**
- **Be prepared to discuss the benefits of how a relationship with you relevant to their income and quality of life**
- **Charge for the result, not for the service!**

Step Number 3:

- **Stop needing the business”!**
- **Clients can sense a needy unsure service provider. “Commission Breath” is hard to hide!**
- **Approach clients and prospects with an “Empty Cup” and an attitude of “Assertive Self Confidence”**

Download “Dear Accounting Professional at
www.cpanetwork.org

Step Number 4.5

- Own your power as a professional!
- Learn the VALUE you are *capable of delivering in a client relationship* when you make the rules of the relationship!
- See yourself through a different window and your clients will too.

Step Number 5

- **Just do it!!!!** This isn't Rocket Science!
- It's about believing in yourself and the *value you are capable of providing* and learning to ask the world for what you want. PERIOD
- It's about using a trainable, repeatable process which makes clients happy to invest in a deeper relationship with you for a benefit they clearly perceive!

Poll - Why do you work?

Why do you work?



The Quality of Life
You Aspire To



The Income to live it

Why do clients go to work?

- The Quality of Life they aspire to
- The Income to live it
- **AND THIS IS DIFFERENT FROM YOU HOW?**

Relevance

- Are you conversant in how the “work” you do is **RELEVANT** to your client’s quality of life and income?
- **Shouldn’t you be?**

What Are Clients Happy to Pay Well For?

- **Results** which they perceive impacts their:
- **Quality of Life and or Income**

What, Specifically Do CPAs Sell to The Marketplace?

- **Think in Terms of Deliverables or Products**

We Do

- Tax returns
- Tax planning
- Accounting
- Bookkeeping
- MAS
- Audit
- Review
- Compilation
- Litigation support
- Forensic accounting

Perspective

- Forget for the moment you're a CPA.
- Place yourself in the mindset of a business owner. You know you have to hire a CPA to handle all the "We Do" stuff.
- What else would you like to get from your accounting relationship?

Poll - What do clients want from you?

They Want - The Survey Says:

- Advice
- Someone who understands them
- More income
- Solve problems
- Free from worry
- More control
- Less headaches
- Direction
- Minimize tax
- More time with family

We Do They Want

- | | |
|---|---|
| <ul style="list-style-type: none">• Tax returns• Tax planning• Accounting• Bookkeeping• MAS• Audit• Review• Compilation• Litigation support• Forensic accounting | <ul style="list-style-type: none">• Advice• Someone who understands them• More income• Solve problems• Free from worry• More control• Direction• Minimize tax• Time with family |
|---|---|

Poll - What is the problem with this comparison?

The Difference between “We Do” and “They Want”

- *Necessary Evil*
- *Many providers*
- *Trade hours for \$\$*
- *Commodity*
- *Client has all risk*
- **Accountable for an Accurate timely product**
- *Huge market NEED*
- *Few providers*
- *Perceived Value*
- *Semi - Custom*
- *Risk is shared*
- **Accountable for a Result**

What The Profession Does

- You Sell the “We Do”
- You give away what “They Want”
- **Why not learn to sell what “They Want” and include the “We Do” in a packaged relationship!**

What Detracts From A Client's Quality of Life?

- Inadequate Income
- Too Many Working Hours
- Not enough time for family or leisure
 - Recurring business problems
 - “Do -overs” (Huge Profit Leaks!)

**Feeling their business controls them
and their lives!**

What Causes These Problems?

- They don't know what they don't know!
- Lack of specific written goals
- No roadmap to follow to undefined goals
- Lack of measurement tools
- **Lack of Accountability for change**

Why Don't They Fix These Problems?

- **Stuck in their Belief Systems**
- They don't know where to begin -
- They are unable to identify the causes
- Tried and failed - "It can't be done because I haven't been able to do it.
- They've learned to Cope -
- They don't perceive the value and benefits of the solutions far outweigh the investment to implement them.

Why don't clients hire you to help them with these issues?

- They don't know they exist, they only perceive the impact
- They don't know that the best person to help them is their CPA
- You may think you don't know how to help them (they don't want to pay)
- "If you think you can, or you think you can't, you're probably right!" *Henry Ford*
- **How badly do you want to be right?**

What does this have to do with you?

- You already have the knowledge, experience and skill sets to make a huge difference with select clients!
- For you skeptics we are about to prove it!

Attitude - the VALUE you are capable of delivering to a client

	You	The Average business owner
• <u>Years of Formal education in business and accounting</u>	_____	_____
• <u>Hours of CPE in business / accounting</u>	_____	_____
• <u># of businesses intimately familiar with in your career</u>	_____	_____
• <u>How many career tax returns plus knowledge of how to do them</u>	_____	_____

What does this tell you?

Why Is This Important to you?

- **FACT:** Businesses that run without good fiscal management lose 5% to 30% of their top line in profit leaks and inefficiencies. Always!
- Learn to identify and plug those profit leaks and you can double, triple or even quadruple your fees and have clients thank you!

What Is Fiscal Management?

- Managerial Accounting
- Individually Monitored Profit Centers
- Budgeting/Forecasting
- Benchmarks
- Key Performance Indicators
- Activity Based Costing

Download "The Components of An Optimized Business" at
www.cpanetwork.org

What Can You Do About These Issues?

- Identify the issues (and get paid to do it)
- Quantify the negative impact of the issues
(times 12 X 3)
- Ask the client how that negative impact affects their quality of life - listen to the answers
- **Call to action!**

“The Discovery Process” CPA Network’s “Secret Sauce”



A New Paradigm
from: “Getting a
prospect to buy”

To: “**Determining if
there is a mutually
beneficial basis for
doing business”**”

The Difference Between Selling and Relationship Building

- **Selling is:**

- Offensive to those being sold
- Hunter vs. Prey
- Convinces someone to do something
- Creates Sales Resistance!

- **Relationship Building is:**

DISCOVERING
a mutually beneficial platform for doing business together

Why people hire you (or don't)

- People will **never hire you** because they understand you or what you can do!
- People **will hire you** because **they feel you understand them!**

Discovery Is ...

- ... Asking, Not Telling (Telling is Selling)
- ... Conversational in Nature
- ... Client Centric (It's NOT about you)
- ... Sequential in Process (a trainable repeatable process)
- ... **Socratic in Methodology**

The Discovery Process®

- Let go of your agenda, goals and needs - “**The Empty Cup**”
- **Learn and use “Empathetic Listening”**
- Learn to ask questions to understand them, their dreams and perceived obstacles
- **Learn to listen to what is being said and what is not being said!**

The Discovery Process®

- Always gives you control of the meeting
- Eliminates selling pressure for you and the client
- **NEVER** provides solutions
- Does not require answers
- Always seeks the “pain” level
- Is “Building an Act of Willingness

Poll - What is the Discovery Process?

How can you take advantage of today's information?

- Do nothing. We guarantee nothing will change!
- Join CPA Network at a huge discount - Gold Membership as of January 15, 2017 will be \$1,200.00 a year. Join today for only \$79.00 for 2017!
- Apply for a \$650.00 Custom Practice Development Survey , analysis plus a one hour strategic planning session **with Neil Guilmette for 50% off with your CPA Network Membership No Risk Money Back Guarantee!**
- Email Neil@cpanetwork.org with your questions

Thank you for your time and interest!

- **Tomorrow is the first day of the rest of your career.**
- **What are you going to do about it?**