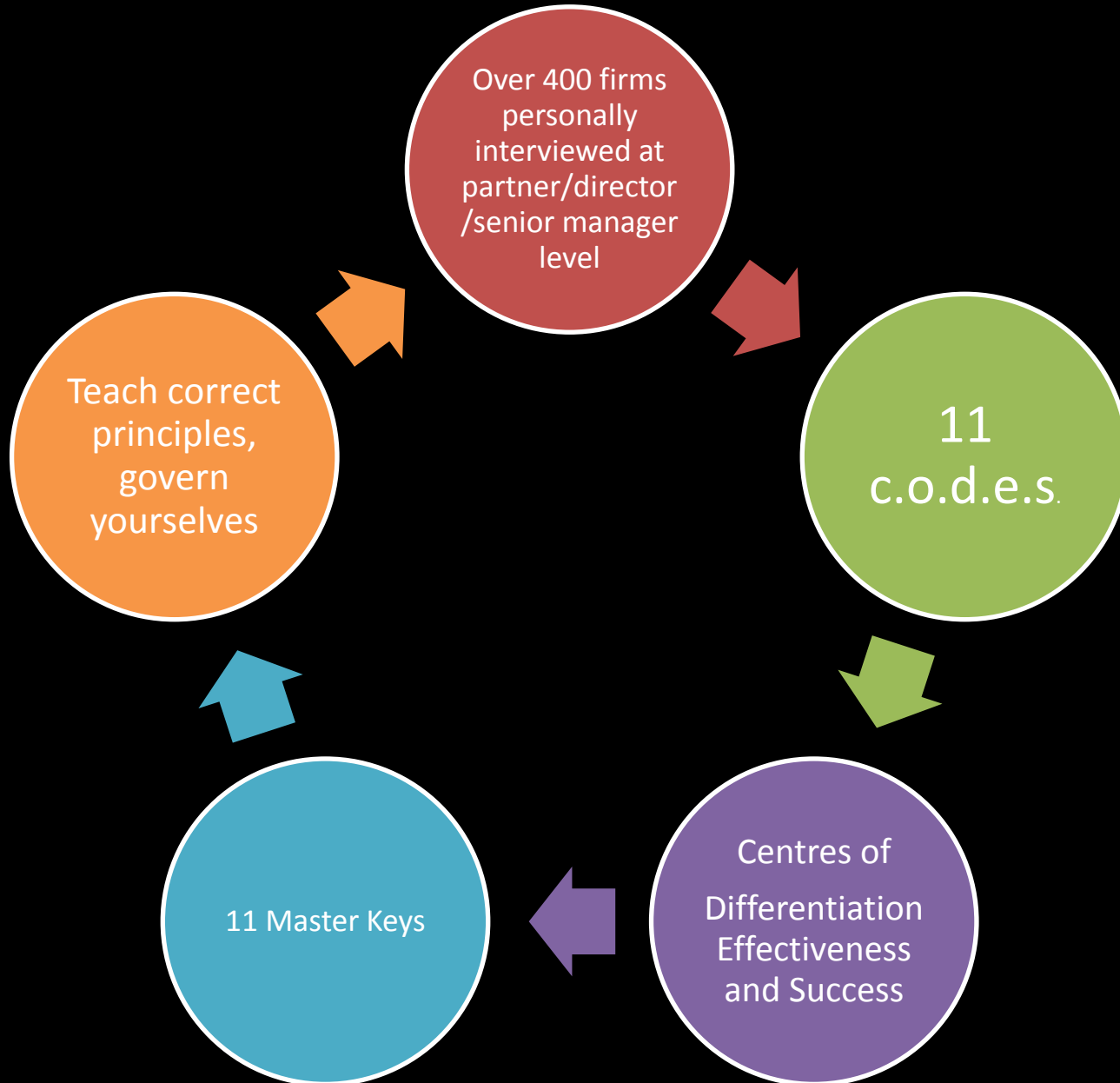


**Martin**

**Bissett.com**

# The Research



# Question...

Why would an ambitious, profitable, growth business come to your firm?

# The Measurement

‘I Provide Proven and Highly Effective Ways  
To Grow Your Fee Base and Prepare Your  
Managers For Leadership’

Now what could yours be?

# Secret C.O.D.E. #1

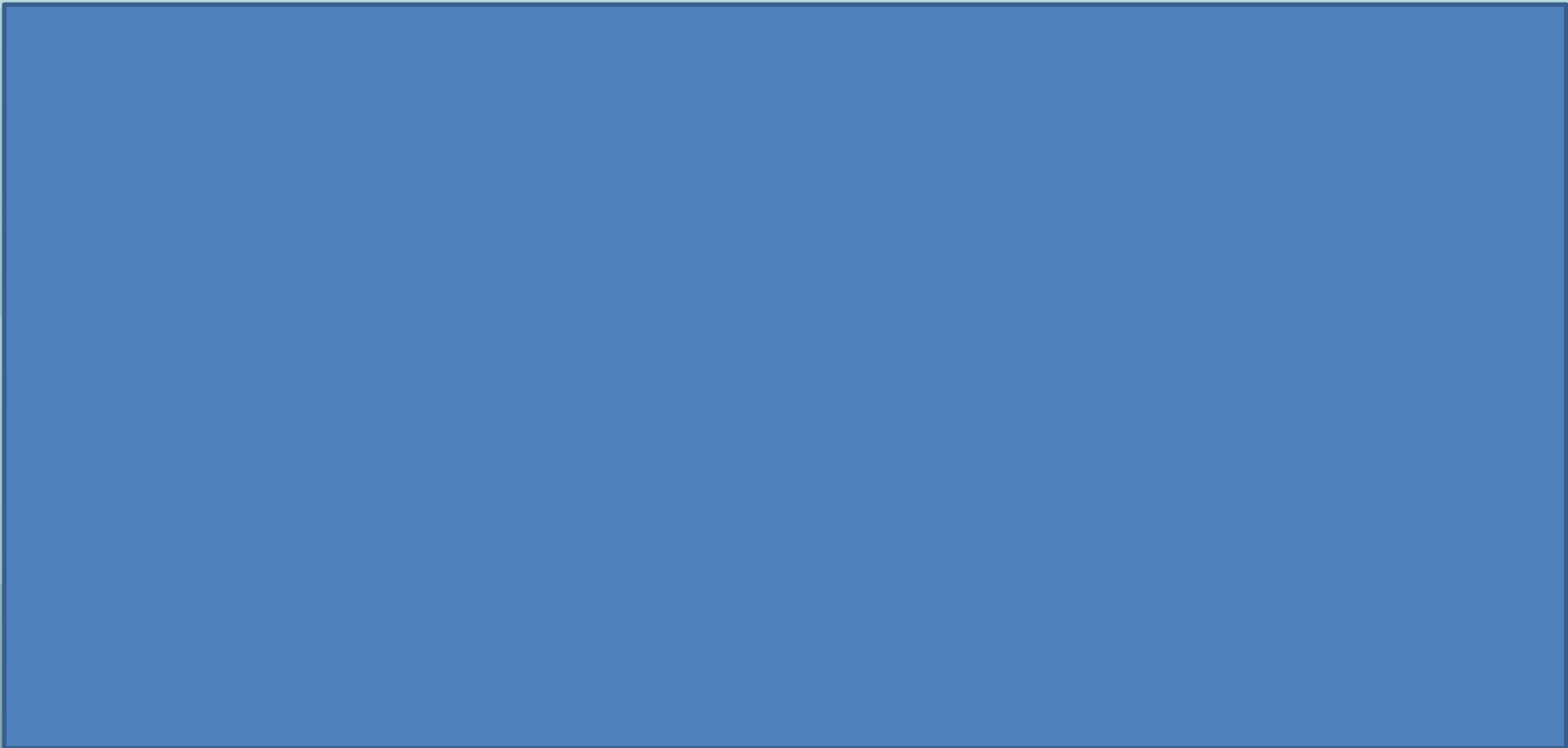
Superior Accounting Firms Have  
‘Won Their First Client’

# Question...

Is Your Firm Based Around Revenue or  
Profit?

# Professional Service Firm

Revenue = Capacity management + Efficiency + Cost-plus pricing



# Professional Service Firm

Revenue = Capacity management + Efficiency + Cost-plus pricing



Profit = Capital management X Effectiveness X Pricing on Purpose

# Professional Knowledge Firm



# Secret #2

Superior Accounting Firms Have  
Changed Their Business Model

# Question...

What Have Been Your Greatest Technological  
Advances In The Past 12 Months?

# Secret #3

Superior Accounting Firms Are  
Early Adopters Of Technology

# Question...

What Is One Of The Greatest Outcomes  
You've Achieved For Your Clients?

# SELL IS A FOUR LETTER WORD

STIGMATISED

ELUSIVE SUCCESS

LACK OF FAMILIARITY

LACK OF REASON TO CHANGE TO YOUR FIRM



TIMING OF EACH MEETING

ANSWER TO THEIR ISSUES

ING DIARISED

TOP PEOPLE INVOLVED

REMUNERATION MINIMISED

AFFORDABILITY CONFIRMED

COMPETITION OUTWEIGHED

TIME REPLACED BY VALUE



# Secret #4

Superior Accounting Firms ~~then~~  
ATTRACT With Their Stories

# Question...

Would You Agree That Many Accounting Firm's Marketing Activities Often Produce Little to No Financial Return on Investment?

# Secret #5

Superior Accounting Firms Have  
Mastered Communicating Their  
Value To A Defined Audience



# Question...

Aside from recurring fees, where's the money coming from next month?

# SUCCESS IN PIPELINE BUILDING



CALCULATE FEE GROWTH AND INFLUX

SCHEDULED AND MANAGED REVIEW

MANY SOURCES OF RAIN

SOLID FOUNDATIONS

CONSISTENT PRIMING



# 7 Avenues

Lost Proposals

Ex Clients

Ex Enquiries

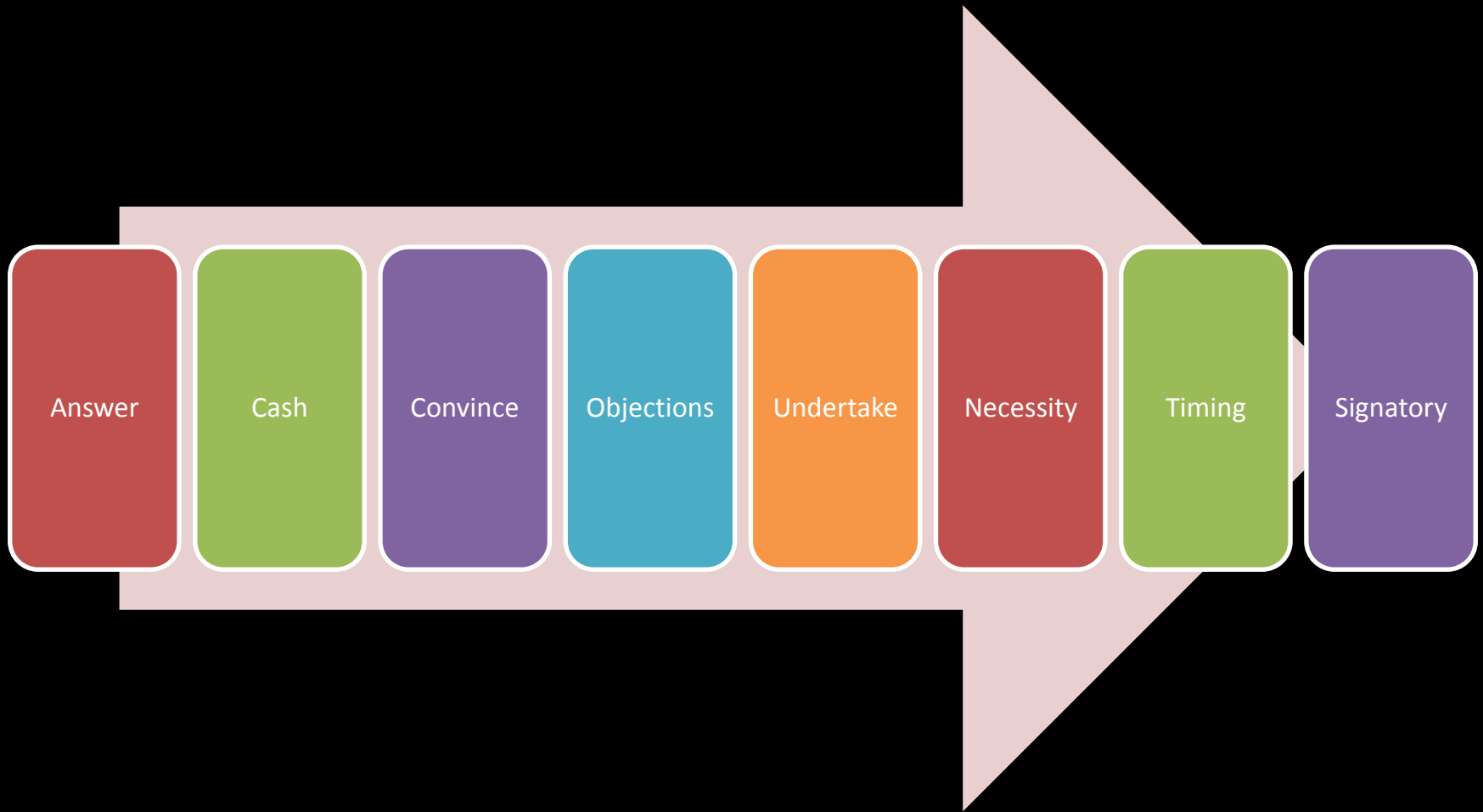
Current Clients

Centres of Influence

Wishlist

Proactive Marketing

# A.C.C.O.U.N.T.S.





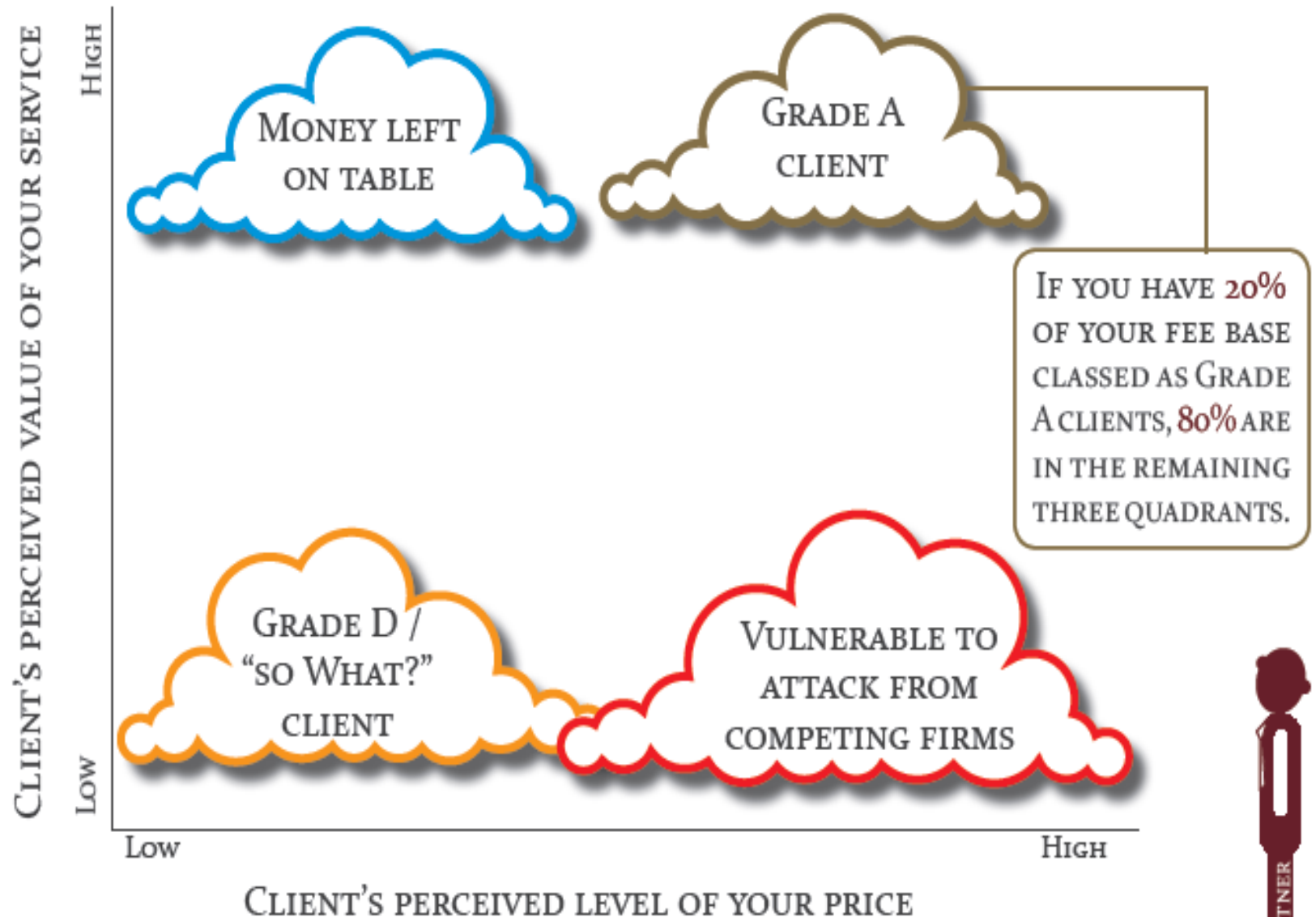
# Secret #6

Superior Accounting Firms Have Built  
Their Pipeline

# Question...

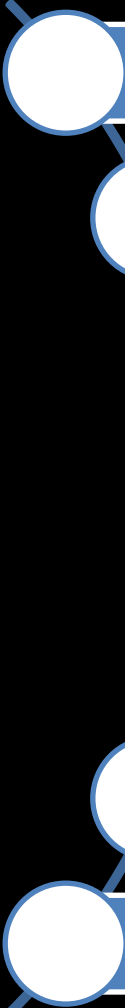
How Much Money Have You Written Down  
or Discounted In The Last 10 Years?

# RELATIONSHIP BETWEEN FEE AND PERCEIVED VALUE





# What Are The Main Faux Pas?



Giving Away Answers

Emailing proposal

Chasing by phone

Selling Services

'Low-Balling' fees

Not asking for the business

Waiting for books and records

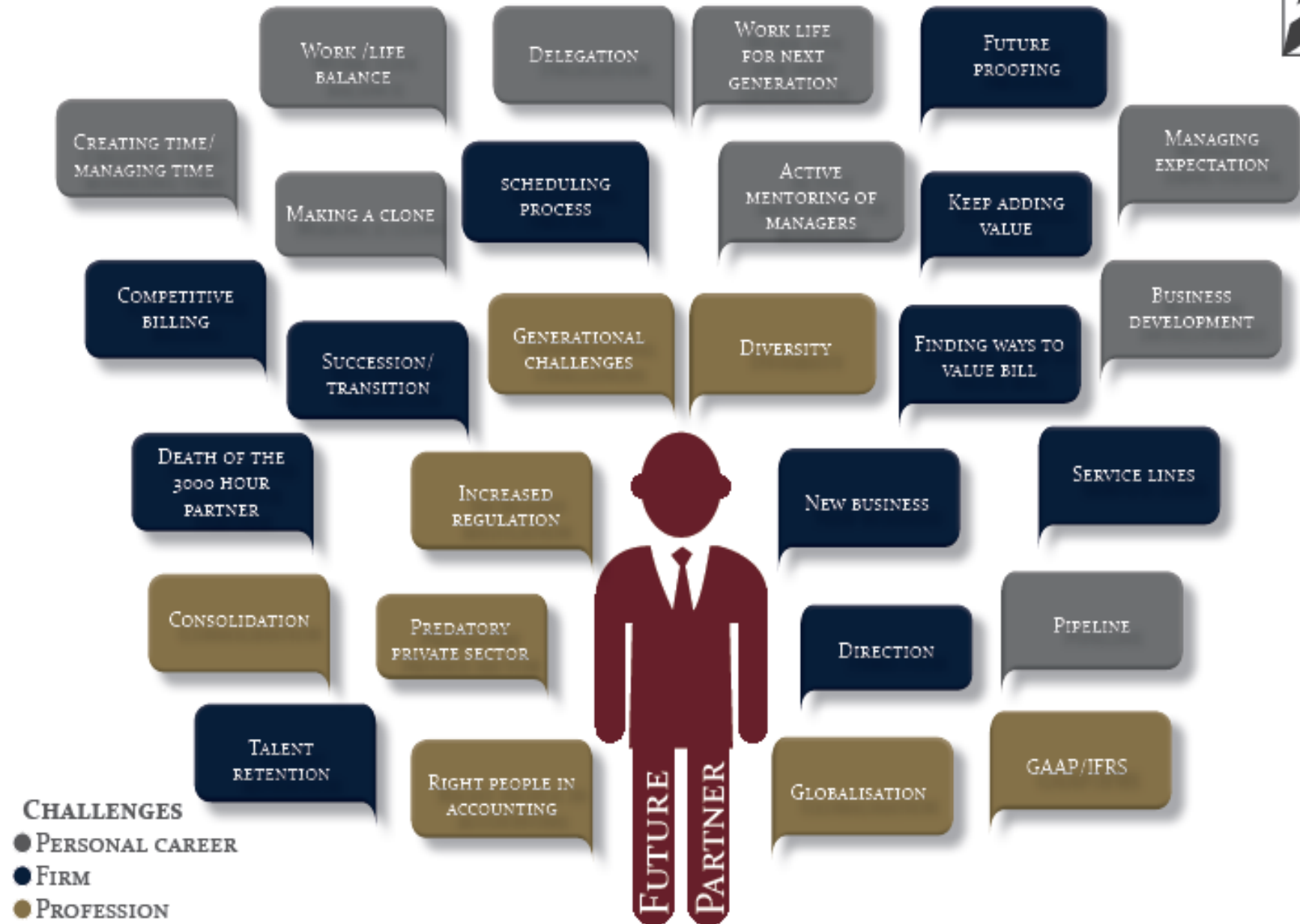
# Secret #7

Superior Accounting Firms Price  
Based On The Improvement They  
Create For The Client

# Question...

Do Your Senior Team Have Their Career Path  
At The Firm Mapped Out?

# THE GREAT CHALLENGES FOR THE NEXT GENERATION



# Secret #8

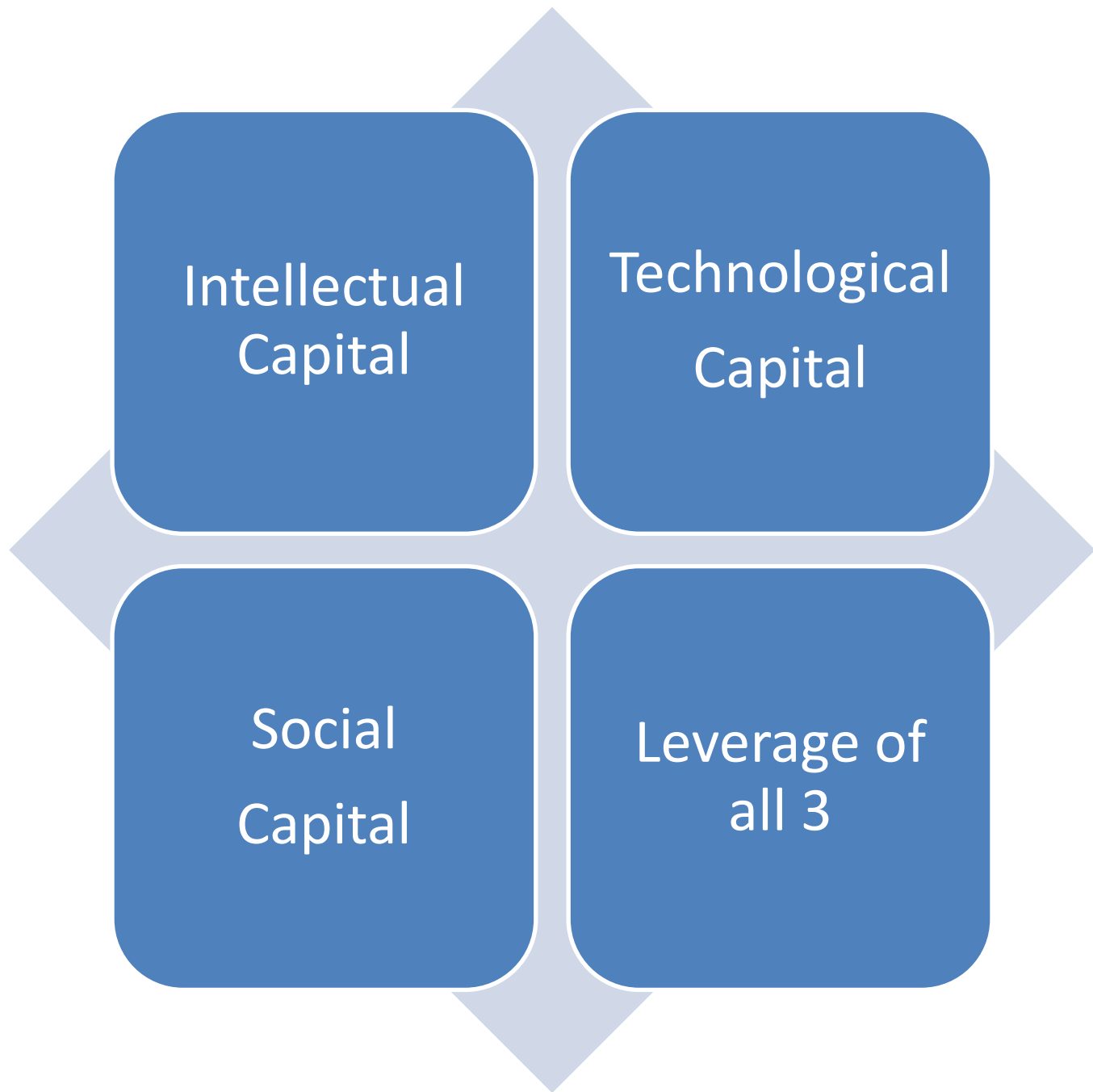
Superior Accounting Firms Retain  
Their Top Talent Because They've  
Mastered Communicating Their  
Vision To Their Team

# Question...

Do You Know Who Your T.O.M.s Are?

# Question...

Do You Leverage Your 3 Main Resources?





# Secret #10

Superior Accounting Firms Are  
Measuring The Leverage of Their  
Capital

# Question...

What Performance Do You Measure In The  
Firm?

# Secret #11

Superior Accounting Firms Reward Correct Behaviours Rather Than 'Success' & 'Failure'

# **Outside The Edges...**

**Hiring of Commercial Directors**

**Hiring Of Outside Support**

**Educating The Team On Why Certain**

**Clients Are A Priority**

**The Team See The Firm As A 'Cause' To**

**Buy In To**

**The Have A Digital Communications**

**Strategy**







The IAPA Audience

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**Bissett.com**