

RedZone Play of the Month

Taking Successful CPA Firms to the Next Level

ACCOUNTANTS ADVISORY GROUP, LLC
PRACTICE MANAGEMENT • MARKETING • HUMAN CAPITAL

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With the new year just around the corner, let's discuss some 2009 resolutions you may wish to consider for you and your firm.

Lose Weight

If unproductive partners and staff are weighing the firm down, consider shedding those extra pounds now or right after the tax season. Make tough decisions for the firm's long-term financial health and longevity.

At the same time, terminate low realization clients that consume your firm's resources.

Eat Healthier

Market for quality not quantity. Develop and implement criteria for new client acceptance that includes minimum realization rates, size and quality. Focus your time and energy on increasing the bottom line, not just adding new business. Bigger is not necessarily better. Develop a target marketing approach to attracting new quality clients rather than the "shotgun" approach.

Exercise More

Develop and implement a Career Development Program including appropriate training at all levels. Make sure your succession plan includes training for future partners in the soft skills areas, especially practice development and marketing. Teach them that marketing is a contact sport. Developing your future partners and leaders is a marathon, not a sprint.

Pay More Attention to Your Family

As fees become more sensitive during this deep recession, spend more quality time with your best clients, and show them you care. Add more value to your services by providing solutions to their biggest problems. Your best clients should be delighted clients, not just satisfied clients. Try being innovative and different in your approach to client service. Doing it the same old way breeds mediocrity.

Plan for your Future

Sit back and take stock of the present and plan both financially and strategically for your firm's future. Don't run the firm day-to-day but rather run the practice like a business with a long-term succession plan. In your firm, practice what you preach to your clients. Develop a plan to achieve your goals and objectives for 2009 and review them weekly.

Be a Positive Role Model

Actions not words are more of a key factor in partner and staff relations. Don't underestimate the importance of partner personalities and communications in attracting and retaining quality professional and administrative staff. Learn to understand and motivate your staff. Always be positive and avoid negative communications and body language, especially in the hallways.

New Year resolutions are meaningless unless you take action to achieve your goals and objectives. Execute the right "game plan" to insure future success and score more often in the Red Zone. Your partners and staff will be happier and more successful in 2009 if you pay more attention to your number one client, your firm.

Executing the right
"game plan" to ensure
future success.



Accountants Advisory Group, LLC is a strategic consulting firm that incorporates state of the art practice management, marketing, and human capital strategies to assist CPA firms in achieving long-term success and profitability. Our **RedZone Practice Management** is designed for accounting firm partners who are ready to take their firms to the next level of success. For more information contact Joseph Tarasco.

845.265.9046 | www.AccountantsAdvisory.com | Joe@AccountantsAdvisory.com