

Tuesday, September 16, 2008

WANT TO WIN THE TALENT WARS? - - YOU HAVE TO STUDY

How well do you know your people? I think firm administrators and marketing directors are much better at this than most owners of the firm. If you are a "boss" in a CPA firm, the people working for the firm want to know you better and want to be noticed by you. Sure, you are very busy with your "outside" clients but you can't serve them very well without your "inside" clients.

Develop a list of questions that are appropriate for your firm and use it with every person. Sales people use such question lists to know their clients better than their competition. Harvey McKay even developed a listing of 66 questions to know about your client (he's the Swim with the Sharks author).

Here's some suggestions for your for your CPA firm:

- Name
- Hire date
- Where they live
- Where they grew-up
- Spouse name
- Childrens names
- Firm anniversary date
- High school - year graduated
- College - year graduated
- Sports participated in at college
- College fraternity or other activities
- Military service
- Spouse's occupation
- Spouse's interests
- Previous employer
- What community/charitable organizations interest them
- Favorite place for lunch
- Favorite place for dinner
- Hobbies or recreational activities
- Favorite place to vacation
- Favorite professional/college sports teams
- What kind of car do they drive
- Do other firms, trying to hire this person away from you, have better information than you do? And so on.....

Okay, now you have lots of information - study it and be able to ask them about their family, comment on their sports team winning or losing, ask them to lunch and go to their favorite place, this list and your behavior could make your firm THE best place to work.

"If you wish others to believe in you, you must first convince them that you believe in them." - - Harvey McKay