

Leveraging Technology for Business Development



Jim Boomer, CPA.CITP, CGMA, MBA

www.boomer.com

jim.boomer@boomer.com

BOOMER 
CONSULTING, INC.
Think, Plan, Grow!™

Jim Boomer

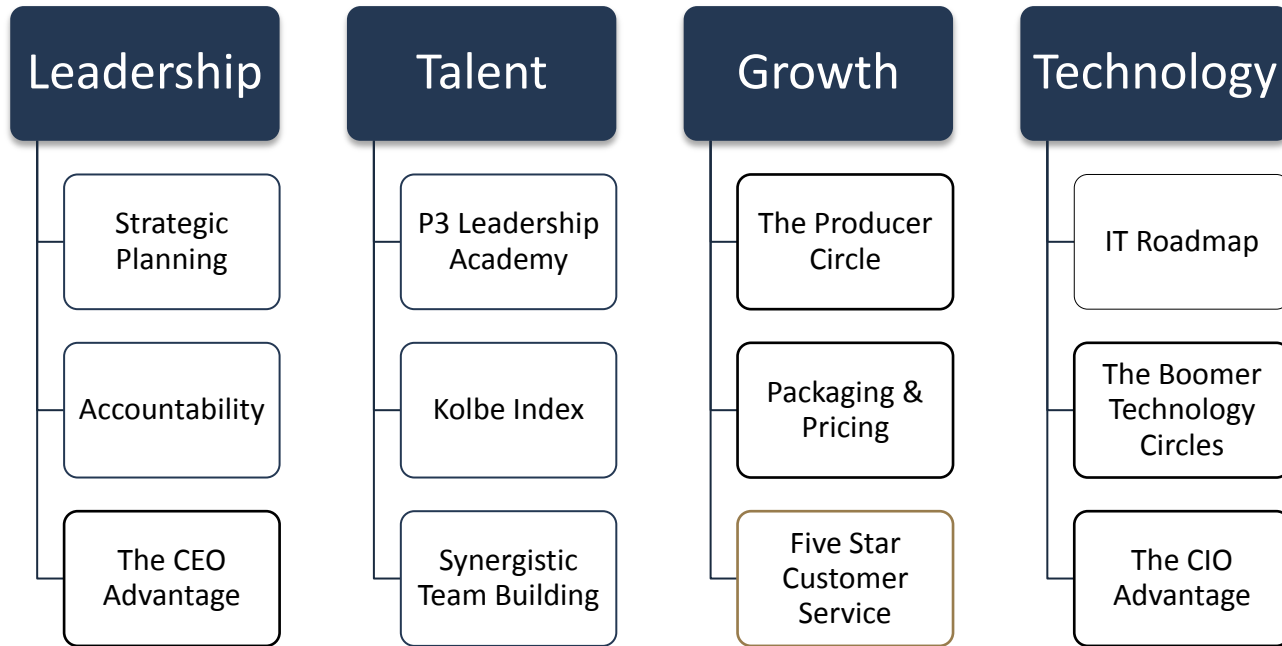
CPA.CITP, CGMA, MBA



- Shareholder and CIO at Boomer Consulting, Inc.
- Director of the Boomer Technology Circles & the Producer Circle
- Chair of AICPA's Tech+ Conference and past member of CITP Credentials Committees
- Named **by CPA Practice Advisor** as one of the Top 25 Thought Leaders and 40 Under 40 in Public Accounting Technology
- Named by **Accounting Today** as “one to watch” on the annual list of the Top 100 Influential People in the Accounting Profession
- Member of KSCPA Board of Directors



About Boomer Consulting, Inc.



C o m p e n s a t i o n

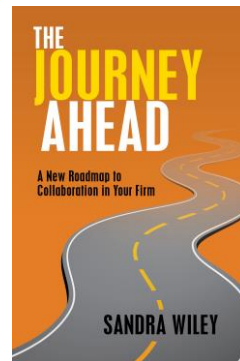
Awards - Books



INSIDE Public Accounting
2013 MOST RECOMMENDED CONSULTANTS

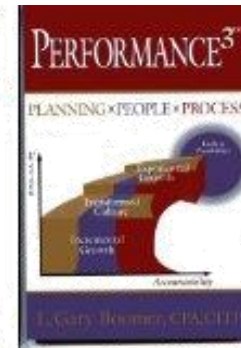
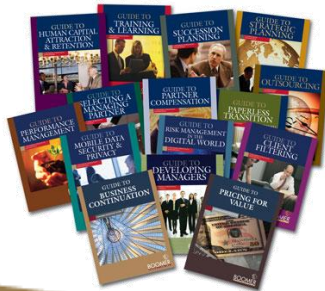
CPA Practice Advisor MOST POWERFUL WOMEN

CPA Practice Advisor 40RTY UNDER 40RTY 2013 HONOREE



CPA Practice Advisor 2013 TOP 25 THOUGHT LEADER

CPA Practice Advisor 2013 HALL OF FAME



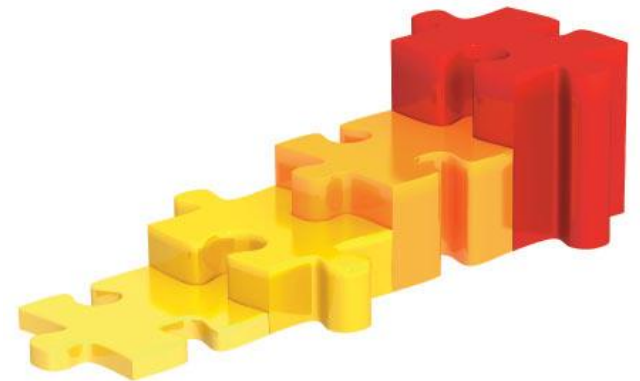
What is business development?

The combination of your firm's sales & marketing efforts



Why Is It Important to You & Your Firm?

- Pre-recession
- Post-recession
- Growing the firm
- Growing your role in the firm
- Changes in business development
- Leveraging technology

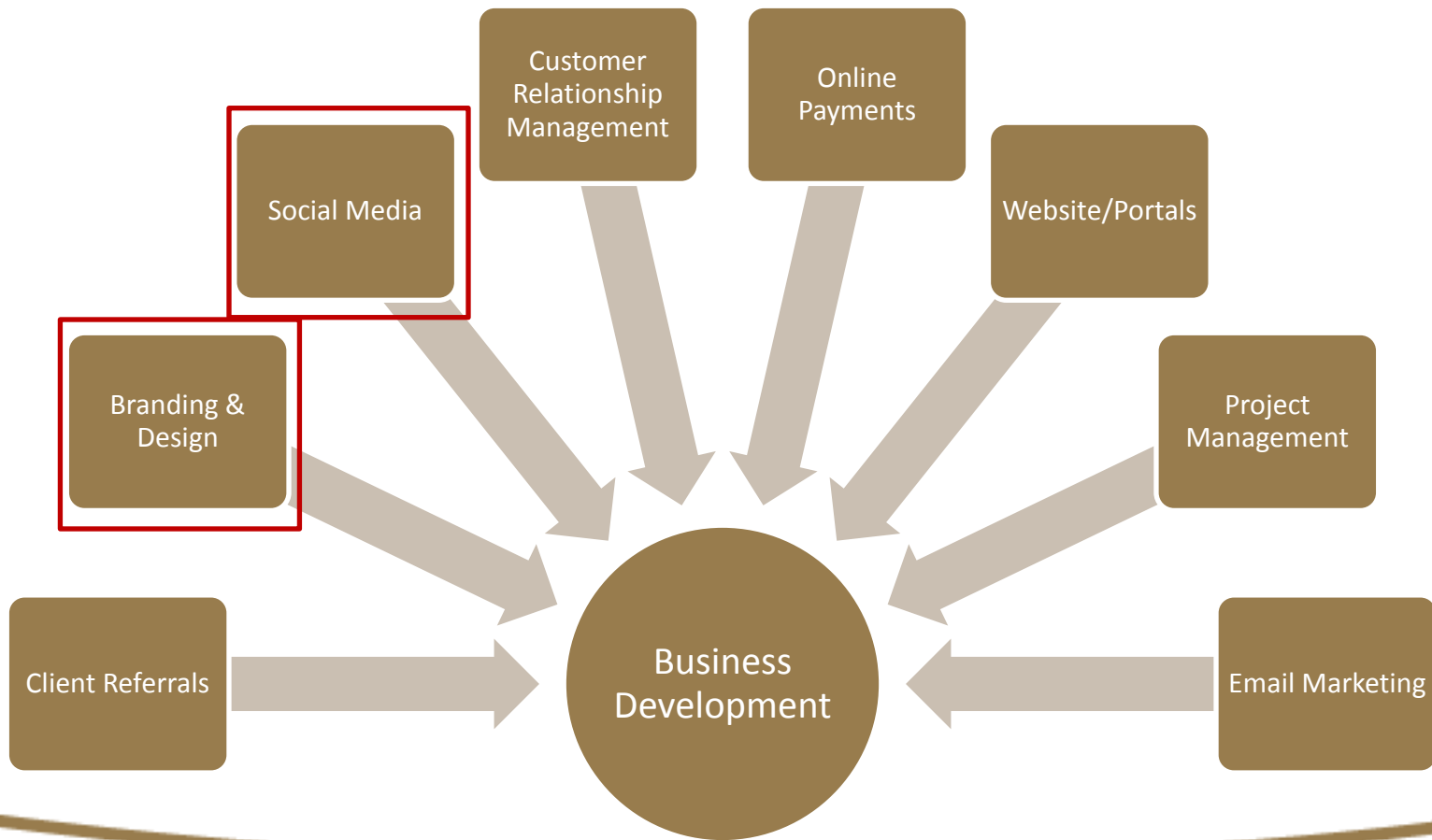


Fiscal Year

	2009	2010	2011	2012	2013
Revenue per FTE	\$138,859	\$143,685	\$152,775	\$173,774	\$173,855
Average hourly Rate	\$140	\$146	\$152	\$171	\$168
% Chargeable	47.8%	47.5%	48.2%	48.9%	49.7%
% of Revenue Invested in Technology	6.0%	6.4%	6.5%	5.7%	5.7%
Investment in Technology per Charge Hour	\$8.45	\$9.34	\$9.88	\$9.82	\$9.56
Ratio of IT Personnel to End Users	1-35	1-32	1-33	1-32	1-32

FTE = 2,080 hours

8 Areas of Business Development



Client Referrals & Testimonials

Who are your firm's best sales peoples?

**Your
Clients!**



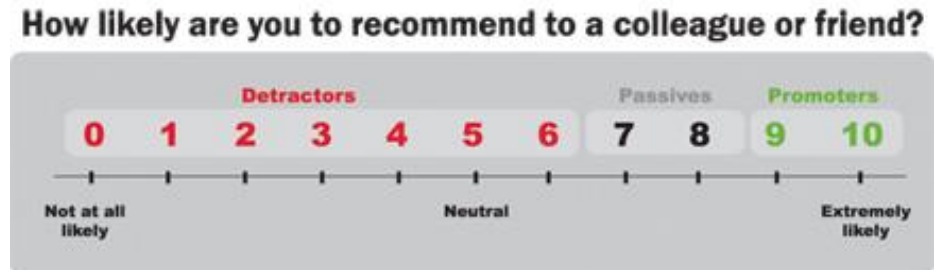
ASK

THE QUESTION

Net Promoter

- Net Promoter
 - Customer Feedback
 - Measures Loyalty
 - Net Promoter Score
 - Promoters (9-10)
 - Passives (7-8)
 - Detractors (0-6)
 - www.netpromoter.com

NET PROMOTER®



$$\text{NPS} = \% \text{ of PROMOTERS (9s and 10s)} - \% \text{ of DETRACTORS (0 through 6)}$$

Testimonials

- Skype (skype.com)
 - Make voice and video calls over the internet
- VodBurner (vodburner.com)
 - Record voice and video calls over the internet



Branding & Design

- **Intimidating**
- **Cost-Prohibitive**
- **Resource Draining**



Crowdsourcing

Crowdsourcing is commonly defined as “the act of taking tasks traditionally performed by an employee or contractor, and outsourcing them to a group of people or community, through an “open call” to a large group of people (a crowd) asking for contributions.”

Jeff Howe
Wired Magazine



How familiar are you with Crowdsourcing?

- A. I've used it for business (and personally)**
- B. I've used it personally**
- C. Heard of it but never used it**
- D. Never heard of it**



Branding & Design Crowdsourcing Platforms

- **Crowdspring**
 - crowdspring.com
- **99Designs**
 - 99designs.com
- **Elance**
 - elance.com
- **Zerys**
 - zerys.com

The logo for crowdSPRING, featuring the word "crowd" in a dark grey sans-serif font and "SPRING" in a bold, white sans-serif font, all contained within a dark grey rectangular background.The logo for 99 designs, featuring the number "99" in orange inside a blue-outlined square, followed by the word "designs" in a blue sans-serif font. Below the logo is the tagline "Design Done Differently" in a smaller, grey, sans-serif font.The logo for Elance, featuring the word "Elance" in a blue sans-serif font.The logo for zerys, featuring a blue circle with a white "z" inside, followed by the word "erys" in a bold, black sans-serif font. Above the "erys" part is the tagline "the content marketplace" in a smaller, grey, sans-serif font.

Benefits of Crowdsourcing

- **Delivery Speed**
- **Low Cost**
- **Diverse Perspectives vs. Single View**
- **Fresh Set of Eyes**
- **Tend to Take Direction Well**



Challenges with Crowdsourcing

- **Seen at threat to marketing & design**
 - Should be leveraged as a tool!
- **Process can drag on if you don't spend time up-front defining your scope**



When to Use Crowdsourcing?

- **Logo/Branding Change/Update**
- **Marketing Materials**
- **Developing New Service Lines**
- **Packaging/Naming Existing Service Lines**
- **Writing Content for Website/Blog**
- **Mobile/Web Development**

Step 1: Develop Your Scope

- Describe what you want in words
- Greater detail → increased speed
 - Overview
 - Target Audience
 - Requirements (Text & Graphic)
 - Additional Information



Step 2: Set Your Price

- **Determine what your willing to pay for the project**
 - Higher price = higher skilled resources
 - Different sites have different listing fees and commissions
 - Most you pay nothing to the designer/writer unless you select an entry



Step 3: Set Your Timeline

- **Determine the deadline for submissions**
- **It is a lot easier to set a tight deadline for a group of people you've never met!**
- **Even with a tight deadline, you can get quality submissions**
- **Determine your availability to provide feedback throughout the process**

Step 4: Submit Your Project

- Post your project online to “the crowd”
- Those resources willing to work within the guidelines you’ve set (price/time) will see your project & decide whether to submit
- Wait and provide feedback to designers!



Step 5: Review Submissions

- You will see submissions as they come in and can review them even before the deadline
- If necessary, you can go back to designers/writers with requests for “tweaks”



Step 6: Select a Winner

- **Select your favorite submission from the pool of candidates**
- **You will receive the source files to allow you to do your own tweaks if desired**
- **Fee/payment will be handled by the crowdsourcing site**



The Boomer Advantage





The Boomer Advantage

\$295

LEADERSHIP & MANAGEMENT
 Strategic Planning Consulting
 The Firm Summit
 The CEO Advantage
 Guide to Strategic Planning
 Guide to Performance Management

CLIENT DEVELOPMENT
 The PRODUCER Circle
 The Advisor Advantage™
 Guide to Client Filtering
 Guide to Pricing for Value
 Guide to Social Media

TALENT DEVELOPMENT
 Kolbe Consulting
 Human Capital & Learning Symposium
 Guide to Developing Managers
 Guide to Human Capital Attraction & Retention
 Guide to Training & Learning
 The Performance³ Academy

TECHNOLOGY
 The Technology Review
 Boomer Technology Circles
 The CIO Advantage
 Guide to Mobile Data Security & Privacy
 Guide to Paperless Transition

COMPENSATION
 Compensation Consulting
 Guide to Partner Compensation
 Guide to Selecting a Managing Partner
 Guide to Succession Planning



The Boomer Knowledge Network



31 Total Entries
Winning Entry
\$295

Networks of
firms with a
vision for
the future -
and a *plan*
for today

BTC
The Boomer Technology Circles™

BTC
The Boomer Technology Circles™



This community brings together an IT Director and Partner from each accounting firm.



This community helps accounting firms bridge the gap between technology and practice management and accelerate their progress through thought leadership and peer accountability.



This community helps accounting firms increase profitability and growth.



The benefits of The Boomer Technology Circles™ are:

- Access to Experts (Boomer Consulting, Inc.)
- Peer Network (Member Firms)
- Accountability through Planning



The members of this community meet 3 times a year (Spring, Summer & Fall) in person and collaborate throughout the year on our on-line community, The Boomer Knowledge Network.

Other interesting facts about the program:

This community focuses on technology and how accounting firms should view technology as a strategic asset and not as an operational cost.

Over the last five years, almost 70% of Accounting Today's 2011 Top 100 firms have been members of the Boomer Technology Circles™!



New Logo





BOOMER
CONSULTING, INC.

65 Total Entries
Winning Entry
\$295



BOOMER
CONSULTING, INC.

How socially active is your firm?

- A. We promote usage**
- B. We allow it but don't promote usage**
- C. We restrict usage**
- D. We block usage**



The Big 3



Facebook

- Create a firm Facebook page
- Giving your firm a “human voice”
- Posting of photos & videos
- Promoting upcoming webinars & free downloads
- Value add information
 - Blog post, press releases, etc.



Facebook Examples



Boomer Consulting, Inc. shared a link.
February 18

Congrats @lgboomer on being inducted into the CPA Practice Advisor's Accounting Hall of Fame!

<http://www.cpapracticeadvisor.com/news/10880809/gary-boomer-cpa-citp-inducted-into-accounting-hall-of-fame>



Gary Boomer, CPA CITP, Inducted into Accounting Hall of Fame
www.cpapracticeadvisor.com

From managing client accounts at a large regional firm, to helping other professional accountants build stronger practices, L. Gary Boomer,

Like · Comment · Share

2 2

Facebook Examples



Boomer Consulting, Inc. shared a link.
April 12

We are happy to welcome Deanna Cox back to our team as a Strategic Sales Associate!

<http://www.boomer.com/?page=deannacox>



Deanna Cox - Boomer Consulting, Inc.
www.boomer.com

As Strategic Sales Associate for Boomer Consulting, Inc., Deanna works diligently to insure that all clients are well taken care of and continually works to strengthen relationships. Her primary role is to build the

Like · Comment · Share

 2 people like this.

Facebook Examples



Facebook Examples



Facebook Examples

 **Lawhorn CPA Group, Inc.**
May 2

Look forward to seeing everyone tomorrow!



Like · Comment · Share

7 people like this.

Twitter

- **Keeping a pulse on**
 - Our industry
 - Your client's industry & region
 - Your competition
- **Getting plugged into your community**
- **Promoting your firm's valuable content**
- **Promoting other's valuable content**



BCI Twitter Accounts

- **4 Accounts**
 - **Boomer Consulting (@ThinkPlanGrow)**
 - **Gary Boomer (@lgboomer)**
 - **Jim Boomer (@jimboomer)**
 - **Sandra Wiley (@sandrawiley)**

Twitter Examples



Edit

Boomer Consulting

@ThinkPlanGrow

Innovative Solutions for Leading CPA Firms

Manhattan, KS <http://www.boomer.com>

489

TWEETS

151

FOLLOWING

1,153

FOLLOWERS



Tweets



Boomer Consulting @ThinkPlanGrow

1h

Boomer's Blueprint: Firm Health -- A Competitive Advantage
ow.ly/kNVJW

Expand



Boomer Consulting @ThinkPlanGrow

2 May

If You Knew the Future, What Would You Do Differently?...
fb.me/1pC9xepTi

Expand



Boomer Consulting @ThinkPlanGrow

30 Apr

The 2013 Boomer Technology Circles Summit and Talent
Development Advantage Announce Keynote Speakers!...

fb.me/GnIM6XnP

Expand



Boomer Consulting @ThinkPlanGrow

30 Apr

Free Webinar Today: Firm Management in the Cloud: The Changing
Face of Tax Workflows... fb.me/ReBIUVTa

Expand

Twitter Examples

Profile summary



Jim Boomer
[@jimboomer](#) FOLLOWS YOU

Consultant to CPAs, Accounting Firms & I.T. Professionals; also:
Strategic Planning, Management
Kansas City, MO · boomer.com

397 TWEETS 127 FOLLOWING 1,196 FOLLOWERS

 **Following**

Followed by Drew West, Matt Frahm CPA.CITP, BCWSTS and 64 others.

-  **Jim Boomer** [@jimboomer](#) 1h
Work is What You Do, Not Where You Go! [ow.ly/kNWEj](#)
Details
-  **Jim Boomer** [@jimboomer](#) 17 Apr
Microsoft Takes Aim at Amazon With a New Cloud Service [ow.ly/k9GKB](#)
Details
-  **Jim Boomer** [@jimboomer](#) 25 Mar
Sources: Amazon and CIA ink cloud deal [ow.ly/johq8](#)
Details
-  **Jim Boomer** [@jimboomer](#) 22 Feb
VIDEO: A Commentary on Mobile Operating Systems [ow.ly/hXwJ0](#)
Details
-  **Jim Boomer** [@jimboomer](#) 17 Feb
#CPAPATLS Congratulations to [@Igboomer](#) on induction to CPA Practice

LinkedIn

- **Business Social Networking**
- **Company Profile page**
 - Similar to Facebook
- **Individual accounts for building business relationships**
- **“Rolodex on Steroids”**
- **Groups & Conversations**



LinkedIn Examples



Jonathan Hubbard

Director of Marketing, Kolbe Consultant at Boomer Consulting, Inc.

Topeka, Kansas Area | Accounting

- Current** Director of Marketing at Boomer Consulting, Inc.
- Past** Marketing Communications Coordinator at CivicPlus
Project Manager at CivicPlus
- Education** Southeast Missouri State University - Harrison College of Business
Missouri State University
Université Laval, Quebec, Canada
- Connections** 196 connections
- Websites** Boomer Consulting, Inc.
Think, Plan, Grow! Blog

Jonathan Hubbard's Summary

Jon thrives as a careful planner and strategic thinker. He is a talented researcher who is skillful in translating knowledge into strategy. Jon is deliberate in action while diplomatic in tone, seeking consensus whenever possible. With an eye for detail, Jon advances uniformity to standards while maintaining an openness to change for the best outcome in any initiative.

Specialties

Jon is a careful analyzer and interpreter of complex systems and knowledge. He is attentive to potential unforeseen detours when planning and uses his skills as a process thinker to devise alternatives whenever possible. He is a natural organizer and tactician who offers a sense of

- ➔ [Contact Jonathan Hubbard](#)
- ➔ [Add Jonathan Hubbard to your network](#)

Name Search:

Search for people you know from over 225 million professionals already on LinkedIn.

Example: [Jonathan Hubbard](#)

Viewers of this profile also viewed...

- [stephanie fitzgerald](#)
--
- [Dustin Brinkman](#)
Sales Operations Lead at CivicPlus
- [Gerry White](#)
Lead Systems Consultant, Verizon
- [Steven G. Taylor](#)
Sole Proprietor at Taylor Computing
- [Steve Taylor](#)
Account Executive - Technology Sales

LinkedIn Firm Example



WithumSmith+Brown

1,068 followers

Following

Home

Services

Insights



Recent Updates

WithumSmith+Brown Surviving the Storm: Accounting Firm Puts Disaster Recovery Plan to the Ultimate Test



Surviving the Storm: Accounting Firm Puts Disaster Recovery Plan to...

cpapracticeadvisor.com • Faced with power outages, client losses and homeless staff, how WithumSmith+Brown overcame Hurricane...

Like (3) • Comment • Share • 7 days ago

How You're Connected



1 first-degree connection
144 second-degree connections
427 Employees on LinkedIn

See all ▶

Services



WithumSmith+Brown, PC
Certified Public Accountants
and Consultants

Full service regional public accounting and consulting firm with 400 employees...

More ▶

BOOMER
CONSULTING, INC.

Think, Plan, Grow!™



WithumSmith+Brown, PC

Certified Public Accountants and Consultants



LinkedIn Group Example



Boomer Consulting, Inc.

Discussions

Members

Promotions

Jobs

Search

Manage 2

More...

Share group



Your Activity

Start:

Discussion

Poll

Start a discussion or share something with the group...

Manager's Choice



L. Gary Boomer & Sandra Wiley
Among Accounting Today's Top 100
for 2010

Jonathan Hubbard

See all »

Latest Updates



Ron Shuck and 2 more commented
on:
Benchmarking and Business
Advisory

4 comments • 1 day ago



Ron Shuck and 1 other like this
discussion by Andrew Lewis
Benchmarking and Business
Advisory

Like (2) • 1 day ago



Beth Korcek has joined the group.

Send message • 1 day ago

See all updates »

Latest Discussions



Follow Andrew

Benchmarking and Business Advisory

I've noticed that firms that participate in the Boomer circles tend to be more progressive, especially when it comes to technology. I'm ...

posted 2 days ago

Ron Shuck 1 day ago • We have found that the use of benchmarking increases our ability to communicate with boards of directors, especially nonprofit boards. These ... »

See all 4 comments »



If You Knew the Future, What Would You Do Differently? boomer.site-ym.com

by Rebecca Ryan, Founder, Next Generation Consulting, Inc. If you knew the future, what would you do differently? I love this question. Many firms like to think about the future - they do it every year as part of their...

posted 6 days ago

Like Comment Unfollow More ▾

See more »

Additional Social Media Outlets

- **Google+**
- **YouTube & Vimeo**
- **Blogs**



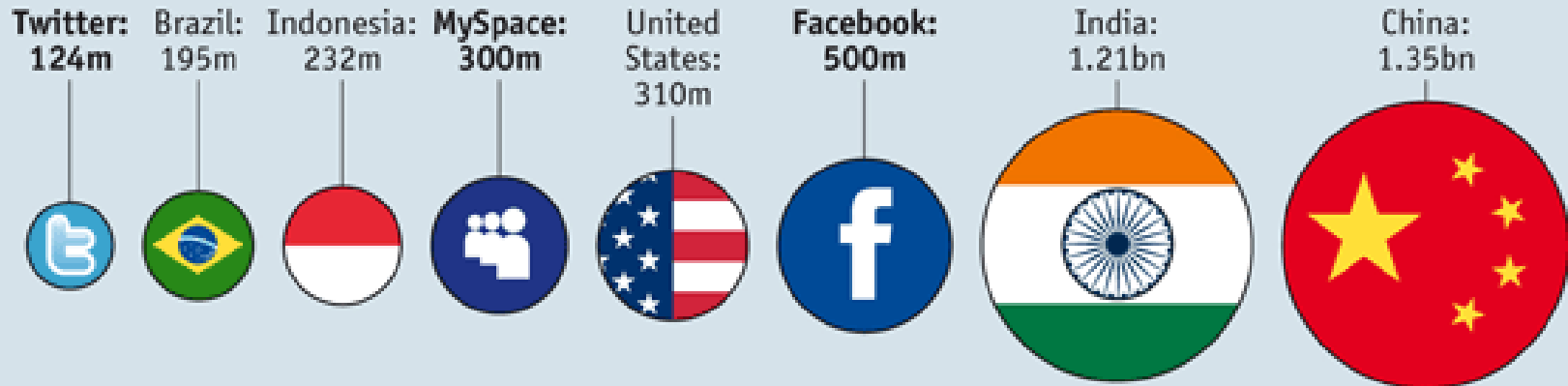
Why Should You Care?

- **Your future employees and customers are already there**
- **Your current employees and customers are probably already there**
- **Your current competitors, associations and vendors are already there**

Social Media Growth

Bubbling up

Population/registered users, 2010



Sources: UN; US Census Bureau; Facebook; MySpace; Twitter

Recent User Estimates

- Facebook ~ 1.28bn
- Twitter ~ 200m
- LinkedIn ~ 300m
- Google+ ~ 540m
- MySpace ~ 50m

Social Networking Concerns

- **Personal vs. Professional**
- **Unprofessional impression of firm**
- **Time waster**
- **Security**



Security Concerns

- **Most likely risk**
 - Brand embarrassment
- **Change Passwords**
- **Trust those that have access to firm profiles**
 - Very few people should have access
- **Be careful with mobile devices**



Twitter Fail



American Red Cross
@RedCross

Ryan found two more 4 bottle packs of Dogfish Head's Midas Touch beer.... when we drink we do it right [#gettngslizzerd](#)

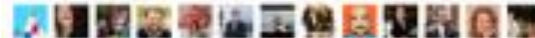
HootSuite · 2/15/11 11:24 PM



We've deleted the rogue tweet but rest assured the Red Cross is sober and we've confiscated the keys.

57 minutes ago via [UberTwitter](#) [Favorite](#) [Retweet](#) [Reply](#)

Retweeted by [stefsealy](#) and 51 others



Social Media Policies

- **Written Policy is encouraged**
- **Approved by an attorney**
- **Should recognize and encourage use of social media**
- **Should provide guidelines on personal profiles & firm profiles**
- **Should outline consequences for not following the policy**

Customer Relationship Management

- The leaders in our profession

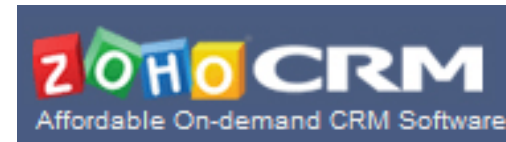


Customer Relationship Management

- A couple other cloud solutions to look into...



www.sugarcrm.com



www.zoho.com



www.worketc.com

Does your firm use CRM?

- A. Yes, we actively use a CRM**
- B. We have a CRM but adoption is lagging**
- C. We don't have a CRM but are considering**
- D. We don't have a CRM and have no plans for one**



Online Payments

- **Bill.com**

- bill.com



- **Intaact**

- intaact.com



- **Xero**

- xero.com



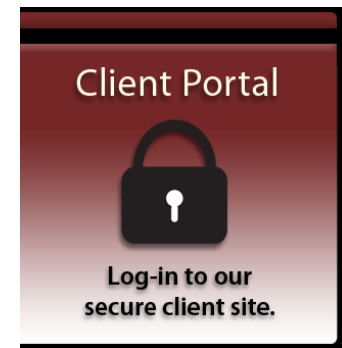
Email Marketing

- **BizActions**
 - bizactions.com
- **ClickDimensions**
 - clickdimensions.com
- **SalesFUSION**
 - salesfusion.com
- **Benchmark Email**
 - benchmarkemail.com
- **Constant Contact**
 - constantcontact.com
- **Mail Chimp**
 - mailchimp.com



Website/Portal

- **Website**
 - Do you have one?
 - Has it been updated?
- **Client Portals**
 - Clients DO want this!
 - The resistance is **INTERNAL**



Website Builders

- **Wordpress**
 - wordpress.com
- **Emochila**
 - emochila.com
- **Squarespace**
 - squarespace.com
- **Weebly**
 - weebly.com
- **Wix**
 - wix.com
- **Webs**
 - webs.com
- **YourMembership**
 - yourmembership.com



Mobile Applications

MOSS ADAMS LLP

Certified Public Accountants | Business Consultants



BUSINESS-CRITICAL INSIGHTS, PACKAGED TO GO

Chock-full of information to help your business succeed, *Moss Adams Insights* compiles MA Alerts, MA Perspectives, MA Now articles, and short videos—all optimized for your mobile device—on a quarterly basis. You also get access to new articles, as they're published, via in-app automatic RSS feeds. Tap into business-critical knowledge. Download the free app now:



Or access the [Web edition](#).



Project Management

- **Basecamp**
 - basecamphq.com
- **Asana**
 - asana.com
- **Copper**
 - copperproject.com
- **WORK[etc]**
 - worketc.com



asana:

copper



Final Thoughts

- Business development is evolving
- Take advantage of technology
- Continue to Think, Plan, Grow!TM

*Think, Plan, Grow!*TM



Leveraging Technology for Business Development



Questions?



Jim Boomer, CPA.CITP, CGMA, MBA

www.boomer.com

jim.boomer@boomer.com

BOOMER 
CONSULTING, INC.
Think, Plan, Grow!™