

The Power of the Pyramid - A Three Part Series

Course Syllabus

Part 1 - Getting Everyone in Your Firm Involved in Appropriate Business Development Activities

- Two Minute Drill
- What Could You Do With 100 hours to sell your services?
- Visualize Yourself Attracting \$50,000 to \$100,000 of additional business every year
- Our Mission: **Transform the lives of Accountants**
- Our Goal
- Everyone Can Help the Firm Grow
- Time Management Matrix
- The Revenue Action Plan
- Why clients leave
- What do our clients want?
- How do we understand our client's Business?
- What do clients really buy?
- The Bear Hug Action Plan
- Great Brands
- How the Best of the Best Retain Clients
- Why the Best of the Best Retain Clients
- Typical Accountant
- Marketing Strengths
- The Big "4" Mistakes
- Big "4" Growth Principles

Part 2 - Developing a Powerful and Effective Referral Network

- Tell About A Time...
- You received a phone call from someone you did not know and they said to you,
- *"Your client, _____ said that you did this and I would like to talk with you about doing it for me."*

- Why Referrals?
- 5 **Least** Effective Marketing Methods
- 5 **Most** Effective Marketing Methods
- Who Is The Best Source For Referrals?
- Why Clients Don't Refer...
- How do you keep the conversation moving once they ask, "*What do you do?*"
- Get Your Network Working
- Your Network Will Help

Part 3 - Selling to 10's: Target Selling Takes Your Firm to the Next Level

- How Often do Impact Clients Change Accountants?
- How Do Organizations Buy?
- Selling: 12 Steps
- How Can I Get In?
- Questions Control the Sale
- Sell Benefits
- Closing The Sale
- Increasing Your Pricing
- Two Characteristics of Price Psychology
- Success in Market Pricing
- End of 20 minute section
- Handling Objections
- Entrepreneur Tactics