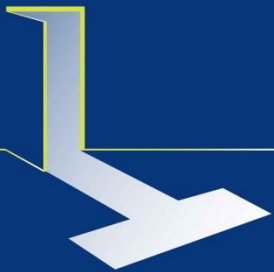


Ten Tips to Instantly Better Manage How You Serve Clients

Presented to CPA Leadership Institute
by Certified Life Strategies Coach for CPAs **Lisa Tierney, CLSC**



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Here are the *Most Common Mistakes* that CPAs make while TRYing to Manage Clients



Tip #10

Tip #10 - Communicate Simply and Regularly

- No Jargon or “accounting-ease”
- Avoid Sharing Unnecessary Information / Over-Explaining
- Don’t Talk about “The Firm” anymore; only speak about the **value they receive** (this should alleviate unnecessary meetings, especially those that require a visit in-person)



Tip # 9

Tip # 9 - Revisit Your Clientele (via a Ranking System)

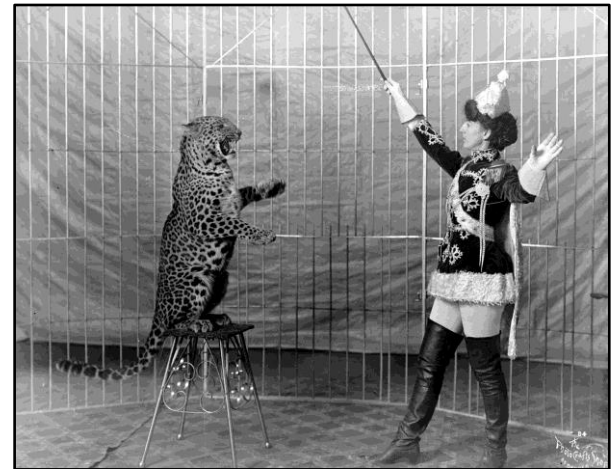
- ▶ Prioritize Clients who Pay you Well, Value You (mutually) amid your Marketplace
- ▶ De-Prioritize anything that is a One-Off (segment / niche or service)
- ▶ Redistribute Client Work to Others based on Knowledge, Preference, Timing, etc.



Tip # 8

Tip # 8 - Train Clients to 'Be Better'

- ▶ Use White Space and post **BOLD** directives in e-mails
- ▶ Provide Instructions and Checklists
- ▶ Apply Rewards & Consequences (discounts / penalties)



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Polling Question – #1?

Introduced as a spoof of the “Most Admired Men” list from *Good Housekeeping* magazine, which late night TV host is generally accredited with making Top Ten lists so popular in the 90s?

- a. Jimmy Kimmel
- b. Conan O’Brien
- c. David Letterman
- d. Jay Leno

Answer is “c”



Tip # 7

Tip # 7 - Learn to Understand & Connect with Clients

- ▶ Ask Leading, Guiding Questions (actively listen & mirror / repeat ...)
- ▶ Outline Options for *them to choose*, when appropriate
- ▶ Foster Rapport (pretend you care when you don't)



Tip # 6

Tip # 6 - Utilize & Embrace Technology

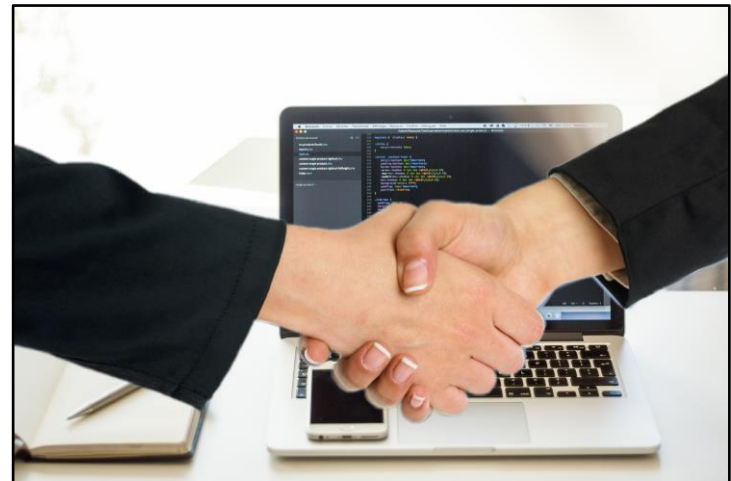
- ▶ Accept the Benefits of a Remote / Hybrid Workforce
- ▶ Leap into whatever Technology Can Help (Don't Look Back!)
- ▶ Teach and Educate Clients on Utilization of all Technology (no exceptions)



Tip # 5

Tip # 5 - Establish Clearly defined and Mutually Agreed-Upon Expectations

- ▶ Establish - and Relay - Processes and Procedures often
- ▶ Engagement letters – keep adding on as things come up
- ▶ STOP! When something changes ...



Tip # 4

Tip # 4 - Pricing – Invoicing, Collections and write-offs

- ▶ Stop Wasting Time by Tracking Time (Bob's Barbeque video)
- ▶ Value-Based Pricing (it is NOT that hard guys!)
- ▶ Forget Realization and the Hourly Billable Rate – Profitability is the Key



Polling Question – #2.....?

How many of you can cite one or all of the following objections to moving to a value-based pricing system?

- a. How the heck could we do that?!
- b. Our time & billing system won't "allow" it
- c. We do that for some services and are trying to expand that
- d. We are already charging monthly fees, making necessary adjustments as we go or at year-end

Answer is "d"



Tip # 3

Tip # 3 - Establish Yourself as an Expert & Command Top Dollar

- ▶ Niche yourself – Divide & Conquer
- ▶ Hold internal niche-focused team meetings monthly with rolling agendas: current clients, dream prospects, referral sources, referral sources and target audience
- ▶ Offer everything / all service lines to your niched target audience



Tip # 2

Tip # 2 - Create an Elite Client Experience for your Clients

- ▶ Promote the Firm accordingly – website, social media, authorship / presentations, etc.
- ▶ Create / Share Library of Resources; facilitate Roundtables, Peer Groups
- ▶ Have Clients ‘Apply’ to be your client (a vetting process / collect references)



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Tip # 1

Tip # 1 - Re-Invent Yourself as a Strategic Advisor

- ▶ No worries – this doesn't mean you have to know everything
- ▶ Think outside the box – improve their bottom line, make out-of-the-box suggestions
- ▶ Apply best practices / proven methodologies across the board



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How many of these tips will you like enough ...

to adopt in some way at your firm?
... or, at least, for yourself?

Now Pick one more that
sounds wonderful But
seems ridiculously
unachievable...



For YOU: a Complimentary Coaching Call



Tell me you're interested - lisatierney@comcast.net

... please consider a
FREE COACHING (45
minutes) to see how
the overwhelming can
become a reality ...



This is a true gift
from CPA Leadership
Institute so why not
take us up on this
Offer?!

Now for an Oldie ... David Letterman's actual Top Ten List from July 2005

The Top Ten Signs your Accountant is Nuts



The Top Ten Signs your Accountant is Nuts



10 - In several places on your tax forms, he's written, "Give or take a million dollars."

9 - Tells you to put all your money into British cattle futures

8 - You notice that his "calculator" is just a broken VCR remote

7 - Insists that there's no such number as four

6 - He laughed at the Bob Dole background check (I'm sorry – that's a sign he's hypnotized)

The Top Ten Signs your Accountant is Nuts



- # 5 - Counts family of squirrels living in your yard as dependents
- # 4 - Advises you to save postage by filing your taxes telepathically
- # 3 - Instead of C.P.A. license, he's got a framed photo of a shirtless Alex Trebek
- # 2 - Demand that you call him the "Una-Countant"
- # 1 - He's got a 1040 Form tattooed on his butt

Contact Lisa Tierney, CLSC

To arrange for one complimentary
coaching session

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