



Increasing Client Worth


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CIMA 21st ANNUAL MEMBERS IN PRACTICE
CONFERENCE 2006

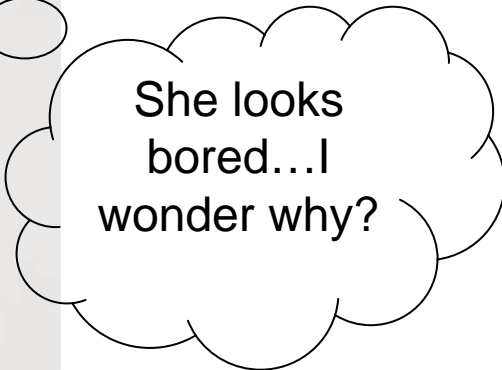


Client

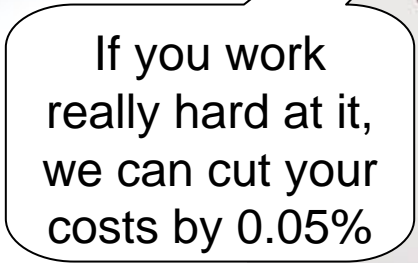
Accountant



I've had it with
this cost
business...I need
to get more sales



She looks
bored...I
wonder why?



If you work
really hard at it,
we can cut your
costs by 0.05%

CEOs...what worries them?



"The top worry for CEOs worldwide is **sustained and steady top-line growth**, with 37% of those surveyed naming it their top challenge." *Source: CIO Update, IT Business Edge, November 4, 2005*

"For the next 2-3 years, **revenue growth** will be the number one priority for CEOs" *Source: IBM Global Survey of CEOs, 2005*

"Finally, mid-market enterprises are turning their attention to technology to **build revenue**. Previous research showed that most companies focused solely on cost cutting"

Source: AberdeenGroup, ERP in the mid market Enterprise, 2005 Benchmark Report

Accountants...what worries you?



- Diminishing fees?
- Offshore competition?
- Client retention?
- Client recruitment?
- Increasing specialisation?
- Regulation?
- Differentiation?

“Does my client picture me as his Business Adviser?
How can I be seen to add value to his business?”

Sales...why the focus?



Many of your clients will have invested already in sales expertise, sales training, sales techniques, and possibly even Customer Relationship Management software. Yet their instinct tells them they should be getting a better return on their investment.

However, we know from experience there are a number of basics that have to be in place before these will deliver more value.

Unbelievably most companies overlook, forget, or are simply just too busy to focus on these basics

What's the problem?

- Companies don't maintain their business plan
- Often they don't have a sales strategy
- Often they don't maintain their sales plan; if they do it doesn't complement the business plan
- Sometimes they don't know their target customers
- Often they don't know their own sales capabilities
- Sometimes they don't know who their *real* competitors are (and why)
- Often they simply blame the salesforce!

Often they don't know the value in what they're selling

e.g. Proposition value



Our SuperZed10 has 27 modes of operation covering a 360 degree spectrum of user convenience...

So what?
GO AWAY!



e.g. Proposition value



So the SuperZed10 will make it much easier for your customers to place online orders and we agree that should increase revenues by about 12%

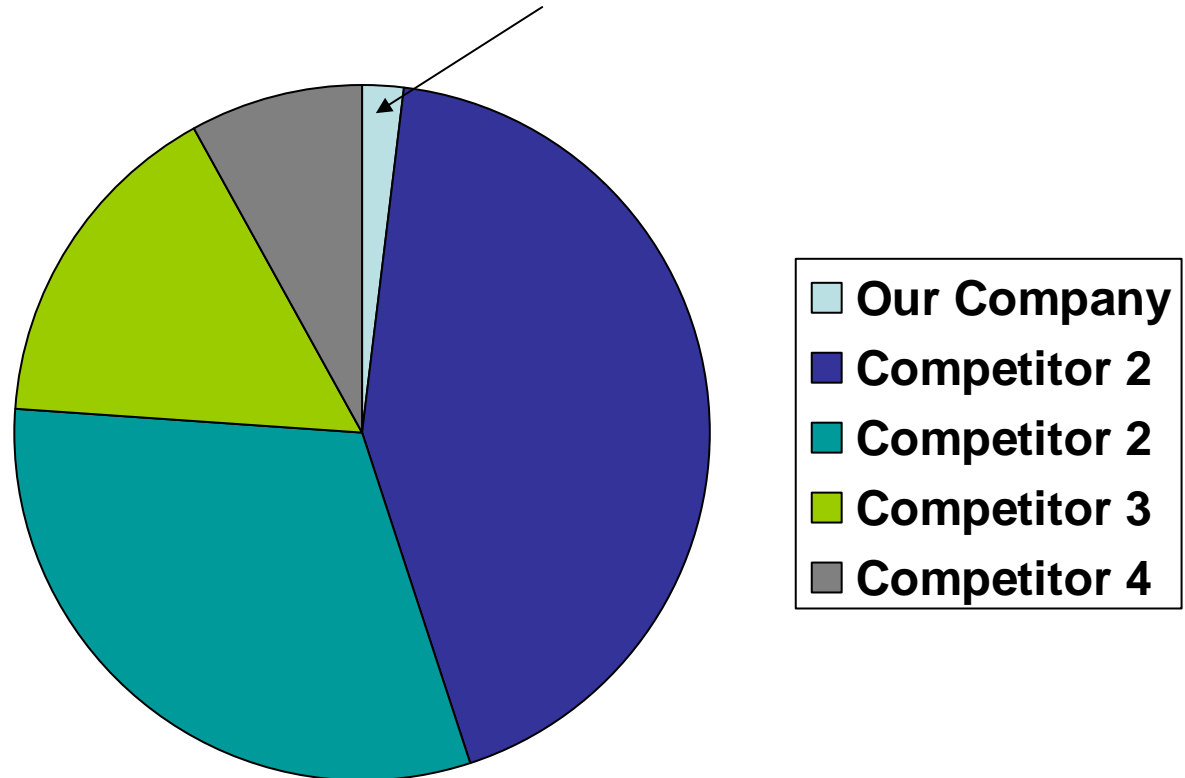


Fantastic! When can you deliver and install?

e.g. Product/service value



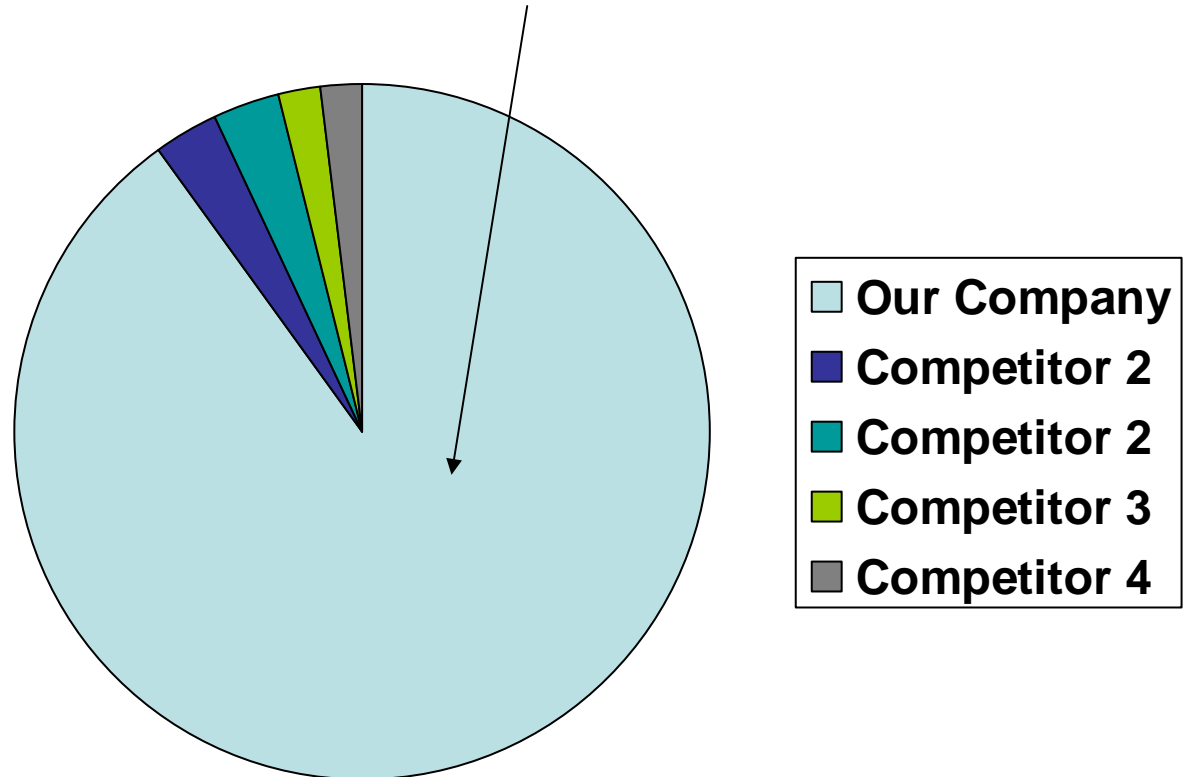
“We sell nails to Builders’ Merchants.
This shows our market share.”



e.g. Product/service value



“We sell roofing nails only to B&Q and Homebase.
This shows our market share.”



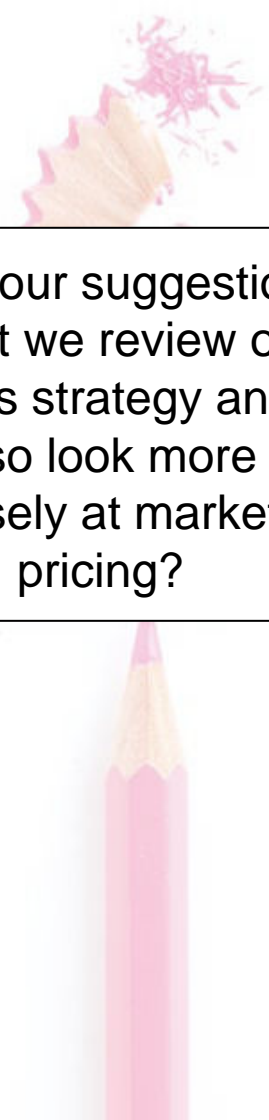
Extended service offering

- 
- Accounting
 - Tax
 - Audit
 - Sales and Marketing strategy
 - Sales planning
 - Sales capability analysis
 - Channel management



Client

Accountant



So, your suggestion is that we review our sales strategy and also look more closely at market pricing?

Yes. I can arrange for us to meet with some people that I trust to help you in this area.





PROCRASTINATION

HARD WORK OFTEN PAYS OFF AFTER TIME,
BUT LAZINESS ALWAYS PAYS OFF NOW.



The Sales Improvement Specialists

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