

What Do Clients Really Want from you?



Often there is a divide between what accountants believe they are selling and what clients perceive they are purchasing.

What are accountants perceived to sell?

Accountants do not sell technical services. *Most clients do not fully understand the work accountants do, which is why they come to an accountant in the first place.*

Compliance work is an unwanted imposition. *Clients do not want to pay for this work, but are required to get it done.*

Financial statements are not value-added services. *This is work that is prepared in a just-in-time manner with little or no perceived added value.*

So what do accountants actually sell?

Along with their reputation, knowledge and expertise accountants ultimately sell “*peace of mind*” to their clients.

And what do clients want?

Clients want to be offered sound business advice.

Clients want great service and attention.

Clients want someone they trust to talk with about the finances of their business.

What do clients pay for?

Clients pay for communication.

Clients pay to have someone listen to their business problems and objectives.

Clients pay for solutions and to have their accountant guide them through challenges they are facing.

Clients pay to have face time, not just a hurried conversation at tax time or when signing off their year-end.

What can accountants do?

Make the time to have the important and meaningful one-on-one conversations with your clients.

Treat client phone calls as a business opportunity and not an interruption.

Get less involved in the hands-on compliance work.

Delegate and free up valuable professional time

Deliver new services that address the varied accounting needs of your clients.

Sit down with clients and have planning sessions and explore different “what if” scenarios.

Offer to prepare cash flow forecasts and projected financial statements.

Clients want more service and support. The more you can offer to them, the more they will pay and the more value they will associate to their relationship with you. Your clients look and pay for professional financial guidance and “Peace of Mind” in the services you provide.

With compliance work aside you can expand and extend your accounting deliverables and open numerous revenue generating possibilities. You have a client base that you have nurtured for some time. Your clients trust you and provisioning additional value services is natural for the growth and evolution of your practice.

Sundal provides a simple way by helping you apply an accounting outsourcing strategy for the preparation of financial statements, bookkeeping and tax return preparation. Outsourcing your file preparation services you will:

- *Free up time that you can allocate the way you want (for clients, family, friends or just for yourself).*
- *Lower your production costs and increase your profit margins.*
- *Increase your volume of work without the need to add staff or real estate.*

To find out how an outsourcing strategy can benefit you and your practice or for more details please contact us at:

E: info@sundalintl.com

T: [1.888.325.1640](tel:1.888.325.1640)