

SMART MARKETING FOR ACCOUNTANTS #2



Simple (yet highly effective) marketing strategies to help Accounting Firms increase revenues and turn their clients into delighted raving fans...

Use Tip Sheets to attract new clients and increase your accounting revenues:

Tip sheets are an excellent low cost way to attract brand new accounting clients and encourage existing clients to use more of your accounting services.

Best of all tip sheets are super easy to use.

A tip sheet is a two page article with helpful tips on a topic that will be of interest to your clients and potential clients.

HERE ARE THE STEPS TO USING TIP SHEETS:

1: Give your tip sheet an interesting title.

"The insider's guide to....." ".....made easy....." "The truth about" ".... things you should know about....." "How to....." "Thebiggest mistakes in....."

2: Put some useful tips and examples in your tip sheet. Keep these short and easy to understand. The easiest tip sheets to write are those that have a number in the headline.

For instance 'The seven secrets to legally paying less tax' or 'How to instantly improve your business profits by working less and charging more'

3: Include genuinely useful information in your tip sheets.

A useful formula to follow is to have a few paragraphs that explain a helpful point. Then maybe a simple action step they could take to put this idea into action.

Let's say your tip sheet is about how to improve your profits by charging more money for your products and services.

One of your ideas might read like this:

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GIVE YOUR CLIENTS THREE DIFFERENT PRICE OPTIONS

This is a great way to increase profits in many businesses.

The basic idea is you give your customers three different price choices. Say to your customers something like this:

"We have several different options on this particular product or service. The premium option includes A, B, C and D. This is more expensive than the regular product or service but it's very popular with our clients who value X, Y and Z. The premium option is \$X. Then we have the regular option which includes A & B. Over half our customers take the regular package. It's available for only \$Y. And for those clients who have a bit of a tight budget we also have the basic option which includes

A. This is useful for clients who need to be careful with their money at the moment. The basic option is only \$Z.

Which option is of most interest?"

Now you can create a premium, regular and basic option for many products or services. The premium package might include guaranteed delivery or service within 24 hours, or a double length guarantee, or any number of other added value items that a client would appreciate. The basic version might not include things like ongoing technical support.

When you give clients three different pricing options guess what will happen?

That's right. Some will choose the premium option because there are always a number of clients that want the best that is available. Many will still take your regular option and some will also take your economy option. But what you haven't had to do is discount your prices and throw away some of your hard earned profits.

TAKE ACTION:

Create three different pricing options for one of your popular products and services and offer these options to a number of your clients this week.

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4: Put your name and contact information on your tip sheet and invite readers to contact you. Wherever possible include positive testimonials from some of your best customers in your tip sheet as well.

5: Make your tip sheet s look good and give them to potential clients and existing clients. Have tip sheets available in your reception area. Give them to Centres of Influence as well.

TAKE ACTION

Create a 2 page tip sheet that clients (and potential clients) for your accounting services would find useful. Get your printer to make this tip sheet look good by having it professionally designed and laid out.

Get 200 or more tip sheets printed on high quality paper that looks and feels good. Distribute these tip sheets to people who could potentially be clients or refer new clients to you.

Smart Marketing for Accountants is written by marketing advisor Graham McGregor (www.TheUnfairBusinessAdvantage.com) for clients and friends of Barry Vincent

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The two things every client wants from you:

In his great little book called 'How to win and keep Customers' author Michael Le Bouef notes that every customer really wants two things when they buy any product or service. The first thing they want is a solution to a problem. The second thing they want is to feel good.

They want to feel good about the product or service they have just purchased. They want to feel good about the business they purchased the product or service from. And they also want to feel good about themselves after they have made their purchase.

When a customer or client feels good they are far more likely to make a repeat purchase of this product or service and recommend other people to buy it from your business.

So how do you get your accounting clients to feel good?

Try these two simple ideas:

DWYPYWD:

A number of consumers were surveyed recently and asked the question "Why do you buy where you presently buy?"

In other words why you chose your present bank, why you bought groceries at a certain store, why you shopped with a certain travel agent.

The major, overriding, specific reason clients come back again and again to your business is summarised in these letters. DWYPYWD.

They stand for "Do What You Promised You Would Do".

Isn't it amazing that by simply doing what you say you would do you can create loyal customers?

THE PROMPT RESPONSE ACCOUNTING FIRM:

An extremely successful accounting firm has a simple way of making their clients feel good.

They guarantee to personally answer any email query from clients the same day it comes in.

Do you know how rare it is to get a fast same day response to email queries that you make to any business?

It doesn't happen that often and is always appreciated when it occurs.

This same accounting practice gives their clients a guaranteed date when their accounts will be ready by. And they give all clients a guaranteed price to do their accounting work. Along with a number of convenient payment options.

Client love the certainty this gives them and the accounting firm has processes in place so they always do what they promised that they would do.

Remember clients have 'memories like elephants' when it comes to remembering when a person doesn't do what they said they would do!

TAKE ACTION

Write down after five or more client conversations this week the answer to the question "What did I say I would do for this person?" Then make sure you do it!

MMFI:

One of our prime responsibilities is to make clients feel good about themselves and good about us every time we deal with them. A good way to do this is to pretend that every client you meet has a large invisible sign around their neck that has four letters on it. All we have to do as business people is to respond to that sign.

The letters are MMFI and stand for Make Me Feel Important. We can do this with a smile, a thank you note, a follow up phone call and a hundred other ways. Every time we do this we improve the relationship and increase our opportunities for further business with that customer.

AN APPLIANCE SHOP USES THIS MMFI IDEA WELL:

Ten days after they make a sale of an appliance to a customer they send out by courier a little pot plant and a handwritten thank you note. (This costs the shop about \$15.) Their customers love the unexpected gift and end up telling lots of their friends about this wonderful little appliance shop.

TAKE ACTION

Write down 5 ways you could make an accounting client feel important this week. Put into action two of these ideas within the next 24 hours.

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