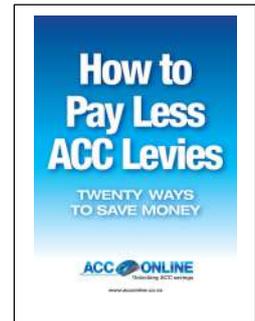


## **Smart Marketing for Accountants**



COMPLIMENTARY E-BOOK

Here's your copy of 'Smart Marketing for Accountants # 9 with my compliments.

In the issue, Marketing Guru, Graham McGregor, talks about how marketing with samples has helped business owners and an accountant attract new clients and also talks to Dr Ivan Misner about the VCP process of networking

1. Several ideas how you might use samples to expand your business by free samples
2. How about ordering some give-away notepads from Giles Scott of Graphix Explosion
3. Build relationships by recommending businesses where you get great service
4. I have met some very interesting people at networking events, and a friend of mine has built his entire NZ business through the Auckland Chamber of Commerce networking events
5. Also I enclose for you with my compliments a useful guide to what happens in a business when a sole trader dies or is disabled.

I hope you find something useful in here.

Please feel free to pass this resource on to colleagues who could benefit from the ideas, or to your clients - soft copy is available on request from [info@wealthbuilders.kiwi](mailto:info@wealthbuilders.kiwi)

Kind regards



**Barry Vincent**

**ACC and Shareholder Contingency Consultant**

**Business exit strategies**

P.S Feel free to ask for a complimentary copy of our E-book ACC guide – “Twenty Ways to Pay Less ACC Levies”

# SMART MARKETING FOR ACCOUNTANTS #9

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



## Marketing with samples

I was chatting recently with Robert Glensor the founder and owner of Paraoa Bakehouse.

Robert's bakery became New Zealand's first Bio-Gro certified organic bread, earning product and Bakehouse certification in August of 1996.

Robert sells his products online and through a number of outlets around the country.

Now I had never tried Robert's products when we first chatted.

So Robert kindly sent me some samples of his breads and other products to try.

I was pleasantly surprised at how delicious they were.

I then went on to become a paying customer based on my positive experience with these samples.

Marketing with samples is something that can work well for many businesses.

I received an email a few days ago from Giles Scott the sales manager of a graphic design and printing firm in New Plymouth called Graphix Explosion.

Giles was telling me about his firm markets their services by giving away free samples of personalised A6 note pads.

Over to Giles for his comments...

*"Regarding the pads, they are our most successful marketing product. We give away hundreds of Graphix pads every year; in fact I give away more pads than business cards these days. Because they're so useful people keep them and always have our contact details at hand. As they work so well for us we decided to let our customers test them at our risk. We print 25 note pads at our expense for selected businesses to try. They get to prove they work to their own satisfaction by giving away the 25 free pads. So far we've given away over 150 sets of free pads and the promotional has already paid for itself because we've had so many paid orders. It is also leading to further business as customers are starting to order other printed items from us."*

Giles has discovered that if a business tries using their promotional note pads (and gets a positive response) it is easy to get that business to buy more note pads.

You can also market with samples when you offer a service.

### Here's a good example...

Jamie Tulloch runs an accounting firm called E3 Business Accountants.

Jamie has found that the best way to get potential clients to get a sample of what they offer is to share some of the valuable knowledge that they have.

Jamie does this two ways.

First of all he puts out an excellent e-zine each month that has valuable tips to increase business results. It also has tax tips and some fun trivia as well.

I've spoken to a number of business owners around the country who tell me they get this e-zine from Jamie and find it excellent. (And it's something I personally find very helpful to read as well.)

Jamie is also happy to answer general business enquiries or queries that might come through via email. If he can answer something off the cuff he will answer that the same day to anyone who actually sends him a query. And you don't even have to be a client to take advantage of this service.

These two things allow potential clients to get a sample of what E3 Accountants can potentially offer.

And it is responsible for their business getting brand new clients on a regular basis.

There are many ways to use samples in your marketing.

1: Could you share a sample of what you do with a key centre of influence? In other words someone who if they like what you offer could potentially give you a positive recommendation to a good number of people they know?

2: Could you donate a sample of what you have to a good cause and get some positive publicity as a result?

## TAKE ACTION

Marketing with samples does work and it could be worth testing in your business as well.

How could you use samples in your marketing?

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

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# SMART MARKETING FOR ACCOUNTANTS #9

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



## Make networking work well

I had the pleasure of interviewing Dr Ivan Misner the founder of BNI (BNI is the largest networking group in the world.)

Ivan is known as the god father of networking and he talked with me about the VCP process® of networking.

VCP® stands for Visibility, Credibility and Profitability.

It's a chronological process and It begins with first of all Visibility.

People have to know who you are and what you do.

Then you get Credibility where people know who you are, they know what you do and they know you are good at it.

People don't refer people until they know and trust them.

That means you need to get credibility with them before they are going to consider trusting you.

And then once you've established credibility with people you move to profitability where people know who you are, they know what you do, they know you are good at it and they are willing to give you referrals on an on-going basis.

Ivan explained that where networking goes wrong is when people practice what he calls premature solicitation.

(That's where you try to get people do business with you before they really get to know you.)

They walk up to you, they are networking and they go 'Hi John, my name is Ivan, you know we should be doing business together' and they jump ahead and that almost never ever works.

Ivan said that people who want an advantage at building their business through referrals, have to understand that networking is more about farming than it is about hunting.

It's about cultivating relationships with other business people.

With every survey Ivan has ever done where he asks people 'is networking an important way for you to generate your business?' he gets a huge response.

The last survey he did was with 12,000 business people all around the world, and 94 per cent of the respondents said 'networking is a very important way for me to build my business.'

One of the things Ivan asked them was 'how much time do you spend networking?'

And he asked 'have you achieved any success through networking?'

The people who said 'yes' to that question spend on average six and a half hours a week networking.

The people who say 'no this networking thing doesn't work for me' the majority of them are spending less than two hours a week networking.

So Ivan recommends to achieve success with networking you need to spend at least six and a half hours a week on it.

You also want to diversify your networks, participate in a group like BNI, a service club or professional association, online networks and so on.

Be in different kinds of groups because you have different connections, different strengths, and different exposure to different groups of people.

Ivan shared a great comment I really liked in our interview.

He said 'It's not what you know or who you know; it's how well you know them that really counts.'

So it's the relationship that really counts in terms of networking.

Ivan pointed out that Networking isn't a get rich scheme. It isn't something where you just flip the switch, hand out cards and get business.

Networking is a long term process of building great relationships with people.

One of the best things you can do to begin networking is to start doing a couple of small favours each day for other business people. Say a positive word about a business you really like. Recommend businesses where you get great service or treated really well.

## TAKE ACTION

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