

# Accountants Marketing Network



Appointment Setting  
Consulting  
Marketing  
Support





## Marketing at for work for you

### WE TAKE CARE OF THE MARKETING, YOU TAKE CARE OF YOUR BUSINESS

What's the point in talking to people you wouldn't want as a client? ... Talk about a waste of your valuable time! Obtaining new clients is a number game. You've got to 'talk to' a lot of business owners that don't normally want to talk with you ... to 'find the one you want' ... let alone determine if you've got anything to offer them, 'other than lower prices', to make them 'your client'.

We're a professional marketing firm that has perfected techniques and strategies, which enable us to locate highly qualified prospects, who are currently dissatisfied with the results of their present accountant. We not only find out 'If they're dissatisfied' ... 'Often these Referrals' will tell us 'Why'! Imagine an appointment ... with a 'referred' new client prospect ... who 'knows' 'Why' he wants a new CPA. Wouldn't it be great!

## Saving you time in order to make you money

### FIRST WE WILL FIND BUSINESS IN NEED

The most 'time consuming' portion of acquiring a new client is finding them! We'll help you identify a target market of business that fits your firm's size, strengths, and goals'. All you have to work with, the amount of sales revenues you'd like to account for, and the geographical areas you'd prefer to service. Accountants Marketing Network has mastered the detective like techniques required to 'finding' the 'right' new client prospect. We'll do the research! We'll prepare a list of probable candidates. AND then we'll call them for you! We'll literally make hundreds of calls on your behalf ... just to find your next new client ... so You Won't Have To! With the proper identification of the 'new client' you're looking for, 'Selling' them won't be the problem. They'll want to 'Buy your Services', after you show them what you can do for them ... 'better than their current service provider'.

### THEN WE DETERMINE THEIR INTEREST LEVEL

We'll identify your new client prospect on a rating scale of 1 to 3. Good, Better, and Best! A rating of 1 will indicate they've said, "Yes". "I'd be interested in speaking with a new, qualified CPA". "I'd like 'a second opinion' of the work I'm receiving, and results I'm attaining. If they're better, I'll consider change! 'I'll be waiting for their call!

A rating of 2 (Better) indicates that they're not only indicated an interest, but they're also asked to set a specific appointment to meet, and have provided 3 good reasons why they're currently looking! We'll schedule an appointment on your behalf, and send you the necessary information to make you meeting meaningful.

Our 'top of the line' candidate is rated #3! They've not only provided the same information as 1 and 2! ... they've also already had a 'pre-sales' interview with one of our trained 'sales counselors', and provide significant additional information which will permit you to prepare for your engagement opportunity! We'll provide you with the information to know exactly how much they're paying now, when they'll want to start and what you'll have to show them in order to engage them as your client! ... They'll be waiting for you with open arms, to improve their business ... and your practice!

### NO EMPLOYEE HASSEL OR EXPENSE

The Accountants Marketing Network program doesn't require you to hire new employees for marketing purposes. You won't have to worry about scheduling, payroll taxes, personal problems, and other employee-related hassles and expenses incurred with our programs.

### POSITIVE CASH FLOW

Your new clients will pay for your appointments often within the 1st month. Yes, It's true! Because of the low start up costs of our program, and the set-up and monthly fees generated through your new clients, your cash flow will be positive ... often within your first 5 appointments.

## TIMES ARE HARD FOR EVERYONE!

CPA's have never had a more difficult time 'finding', 'engaging', and keeping 'new clients'. With growing competition, 'Do It Yourself' books, tapes, and software, Income Tax Filing by every Tom, Dick, or Harry needing extra income, it's no wonder the public hasn't called!

## WHAT'S THE PROBLEM?

### **IT'S NOT YOUR ABILITY TO SELL!**

We hear from our new accounting professionals prospects' all the time..."Every time I can get a referral I get a new client." "If I can just get in front of a qualified new client prospect they almost always want to do business with me!" That's certainly not the story of 'poor salesmanship'!

## THE SOLUTION

It's clear that the old adage of 'your best' new client prospects' is a referral. And yet, with small practices, how does one get enough referral to sustain their practice...let alone build it to new heights? It's easy... with the Accountants Marketing Network!



## Appointments made easy

### GETTING NEW PROSPECTIVE CLIENTS SO YOU DON'T HAVE TOO

We'll 'Refer You' to as few, or as many, 'new client prospect' as you need, to build your practice to 'just the right size'...We'll put you there in front of a Referral....A new client prospect who has not only requested to see 'You'!...and tell them what you can do for them!...but one who has indicated a legitimate interest in hiring you if you can improve their business and personal financial performance results!

With tax and compliance issues changing faster than the generation of new ideas on "How to increase Taxes" without using the word "Tax", who has the time to research the market, prepare mailings, and call the hundreds of businesses required to get a new client? If you had the dollars and non-billable hours you've already spent at this frustrating task, struggling in an area outside the world you educated and trained yourself to live in; you wouldn't need any new clients. You'd probably be vacationing on the French Riviera and living in the style you intended.

### FITTING APPOINTMENTS AROUND YOUR SCHEDULE

During the periods you indicate on the scheduling calendar to be available for meetings are when we will book them for you. Each week we work for you, you'll contact us a schedule of available meeting times for the following week. This way, you can choose the best times to go out, and have plenty of lead-time to accommodate your workload and weekly routines. We'll schedule a minimum of one appointment per week, with appointments set three to five days in advance.



## APPOINTMENT CONFIRMATION

You'll not only be notified of your tentative appointment, and the reason for the scheduled appointment. On the day before the appointment, we'll confirm the meeting, with you and your new prospect client.

Dependent on the level of service you've engaged us to perform; we'll also provide you the most important benefit of our program! Information! Information which explains the prospect's needs, wants, and desires... and/or a complete 'Sales Script' on what you'll need to Do, Say, and Show your prospect, in order to engage them as your client. Our goal in this endeavor is to provide you with as little, or as much information as you require completing your new engagement...and improving your practice.

Certainly, last but not least, we'll work closely with you to review the appointment results so that if you need additional help to engage this new client prospect we'll be there! We'll ask you to complete our 'Post Appointment Review' at the end of each month, and dependent upon your success; we'll continue the necessary follow-up work that will help you highest possible percent of your prospects. The experience you gain from participating in the appointments will give insight on how to work with prospects. In fact, most CPA's that use our programs are surprised how they grow to enjoy attending appointments.



Bringing Business Together

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