

Howell Client Marketing & Acquisition System©



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The Marketing System has consistently produced better results than the National Averages. Many factors come into play however, the size of your market, the amount of competition in your area, your follow-up and follow through, your commitment to working hard and most importantly implementing the Marketing Systems consistently.

" It's what you learn after you know it all that counts"

...John Wooden

THE CLIENT MARKETING SYSTEM©

TABLE OF CONTENTS

OVERVIEW...4

THE ACCOUNTANT'S CREED...5

MARKETING STATISTICS...6

A SUCCESSFUL MARKETING PLAN...7

INTRODUCTION TO MARKETING...8

What Is Marketing?

Marketing Misconceptions

The Key to Building Your Practice – Follow-Up

INTRODUCTION TO SALES...14

Trust

Five Sales Rules

Overcoming Objections

Closing (Seven Closing Strategies)

The Art Of Asking Questions

Verbal Skills

Voice Qualities (Four positive voice qualities)

Professional Tactics (Getting to the decision maker)

Listening Skills

AGGRESSIVE NETWORKING...31

Description

Using Sales Consultants

Contact Worksheets

Referral Reward Program

Creating Your own Referral Group

Other Networking Tips

TELEPHONE APPOINTMENT SETTING...43

Introduction

Selection Of The Appointment Setter

Hiring Tips

Interview Form

Job Description

Productivity Report

Employee Time Sheet

Sources for leads

Scripts

Prospect Information Sheet

Direct Prospecting
 Three Step Approach
 Sample Business Card & Information Brochure

THE SALES PRESENTATION...66

Getting the Client – Going on the Appointment

Break The Ice – Bonding
 Learn Prospects' Business
 Present Yourself Confidently & Consistent
 Demonstrate Competence and Caring
 Closing Techniques
 Handling Objections

Fee Schedules

Accounting Proposal – Calculating Estimated Fees
 New Client Set-Up Forms & Procedures

PREPARING YOURSELF...73

Practice Sales Calls
 Setting Goals
 Self Inventory
 Tracking Your Results
 Most Frequently Signed Clients

RETAIL TAX PRACTICE...79

Practice Location
 Tax Season Marketing
 Sample Yellow Pages Ads
 Sample Newspaper Classified Ads
 Electronic Filing Coupons
 Client Letters
 Suggested Tax Fees

TESTIMONIALS...86

MARKETING CHECK LIST...89

MARKETING & SELLING TIDBITS...90

SUMMARY – THE KEYS TO A SUCCESSFUL MARKETING PLAN & MAKING A WINNING PRESENTATION...91

THE SIX STAGES of WORLD CLASS CUSTOMER SERVICES...97

STAY ON TOP OF YOUR MARKETING WITH A DATABASE...101

OVERVIEW

The Client Marketing and Acquisition System is a streamlined program aimed at getting maximum impact from the ACCOUNTANT'S personal and financial resources. It eliminates the need for the expensive tasks of trial marketing such as market research, sales promotions and advertising. It assumes that the Accountants lack basic marketing and sales experience. The System is simple, direct and easy to implement but requires hard work.

The System has two basic goals: "Getting the Appointment" and "Getting the Client". "Getting the Appointment" is a proven system providing the opportunity to present yourself and your services to a prospective client". "Getting the Client" is the process taught the Accountant for converting prospects to clients.

It is important to understand that the system requires a commitment of time and energy. A diligent application of the various techniques of the system should be the number one priority of every new Accountant. There is nothing more important a new Accountant has to do than to focus on getting appointments and getting clients. The temptation will be to spend more time doing the things that are more familiar or "fun". Accounting and computer skills are only useful when you have clients. Time spent becoming an expert on the computer is time better spent getting appointments and clients. It is mandatory that each new Accountant aggressively devote the lion's share of their time and energy to the Client Marketing and Acquisition System.

Some of the marketing techniques the system teaches.

- Aggressive Networking
- Telephone Appointment Setting
- Direct Prospecting
- Referral Reward Programs
- Getting The Clients, Closing the Sale
- Going on the Appointments, Bonding, Being Prepared and Confident
- Sample fee schedules
- Overcoming Objections
- The Art of Asking the Right Questions
- Listening Skills
- Follow Up and Follow Through

The Accountant's Creed

Become a valuable source of information and an ongoing consultant...not merely a bookkeeper.

You must add additional value to every client...if not, you are merely just another expense.

Align yourself with others who can complement your skills...if not, you are inadequate.

Accounting and business is global...culture is local...service is personal.

Don't worry about your client base...care deeply for each client.

Don't waste your client's time and money...as they might do to you.

Lay foundations...if not, you are merely making tracks in the sand.

Business consulting is a relationship...not merely a one-night stand.

Do it right the first time...not merely sometimes.

The future is not waiting for you...nor is the competition.

Commitment to Excellence, Success and the System!

