



2020 Advisory Conference

October 27–29

Converging knowledge and behaviors
to deepen client relationships

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THE IMPORTANCE OF BUSINESS DEVELOPMENT IN TIMES OF SOCIAL DISTANCING

Presented by:
Adelaide Ness

October 29, 2020

Speaker



Adelaide Ness
Owner & CLO
The Rainmaker Companies

Adelaide is a speaker, trainer, coach and consultant to accounting firms around the world. Adelaide's strengths are in marketing, branding, communications, leadership and business development. For over twelve years she has been working with accounting firms to help them build stronger cultures and stronger brands by encouraging excellence and consistency at all levels in a firm.

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Agenda

Topic	Minutes
Revisit three strategies and introduce strategy #3	10
Difference between funnel and pipeline	10
4 Phases of sales process	10
Targeting phase of sales process. prospecting, gaining access, qualifying, identifying decision influencers	20
Wrap up and action plan	10



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Objectives

By the end of this course, you will be able to:

- Understand strategy #3 – find prospects in the marketplace that look like your “A” & “B” clients
- Learn the rainmaker sales process
- Develop strategies for targeting ideal client types
- Understand best practices for qualifying prospect

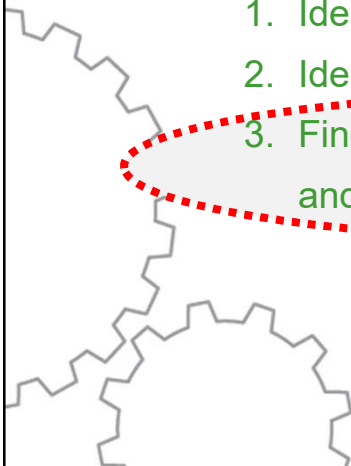


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Three Strategies For Double Digit Growth

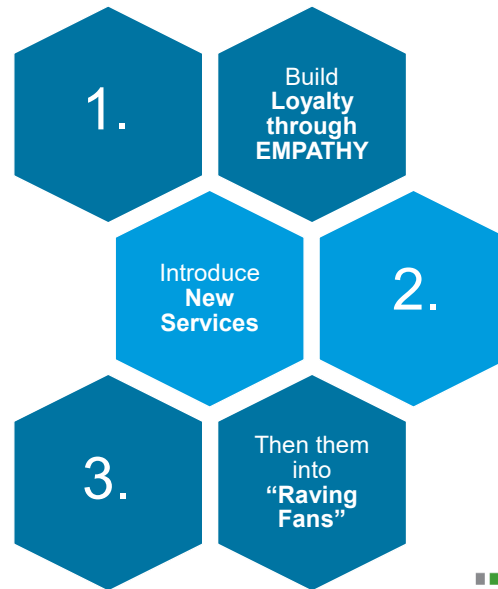
1. Identify “A” clients and super please them
2. Identify “B” clients and turn them into “A” clients
3. Find prospects in your marketplace like your “A” and “B” clients



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Strategy 1 –
Identify “A” clients
and super please
them.



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Strategy 2 –
Identify “B” clients
and turn them
into “A” clients



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Three Strategies For Double Digit Growth

1. Identify “A” clients and super please them
2. Identify “B” clients and turn them into “A” clients
3. Find prospects in your marketplace like your “A” and “B” clients

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Strategy 3 –
Identify prospects
like your “A” and
“B” clients **and get
them into your
sales pipeline.**



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Jay Conrad Levinson **Guerilla Marketing Attempts**

27

Marketing Attempts

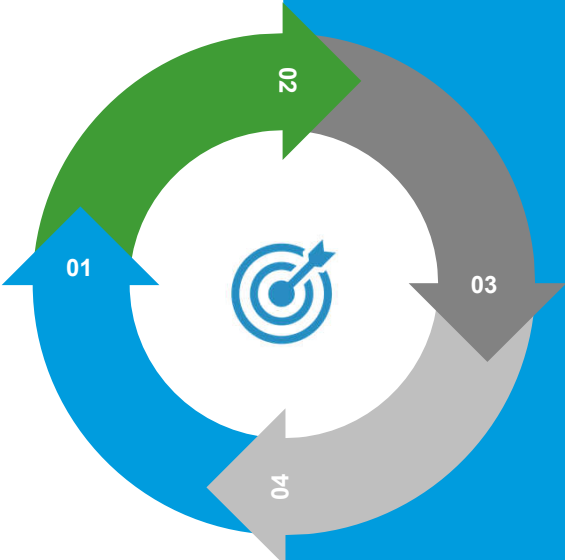
- **CPAs give up after 9 marketing attempts**

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Finding Target Prospects

- Create a target prospect list
- Increase your rate of asking
- Measure and develop systems
- Find a point of receptivity
- Start your cold calling campaign



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Fill Your Pipeline



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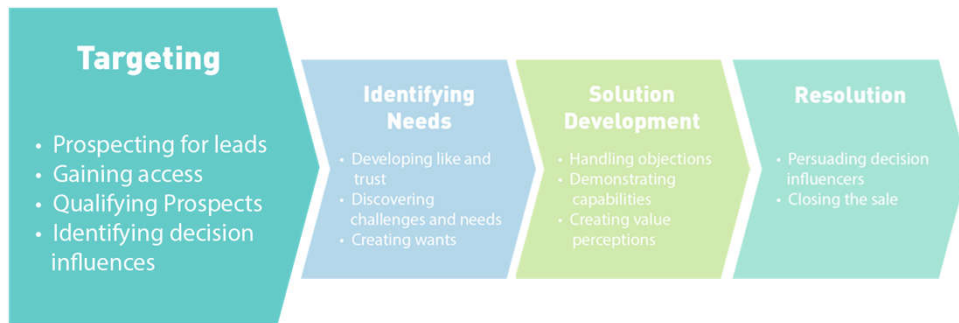
The Sales Process



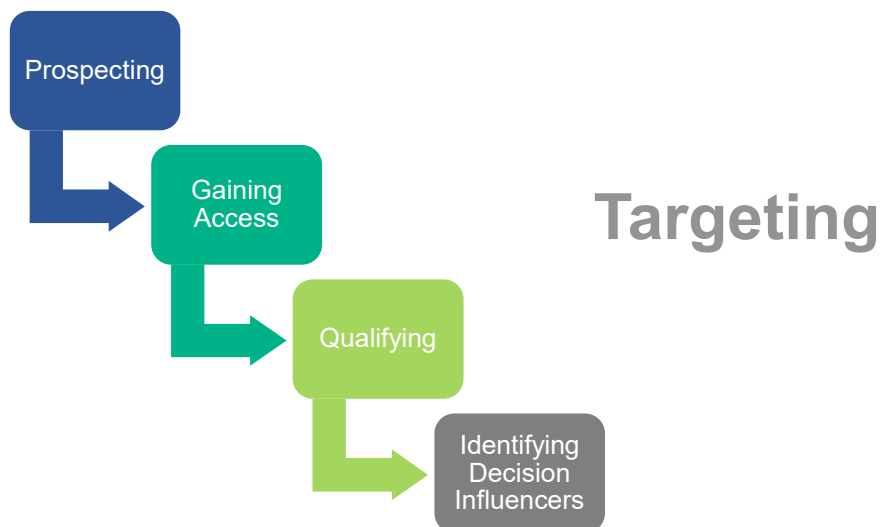
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The Sales Process



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Determine Your Ideal Client Profile

Targeting



Articulate Your Client Profile

Targeting





Gaining Access



Targeting

- Internal
- External
- Google
- Mail and Call



Qualifying Your Prospects




NEAD
BAR

Targeting


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Now, Enjoy,
Alter,
Decisions

Targeting


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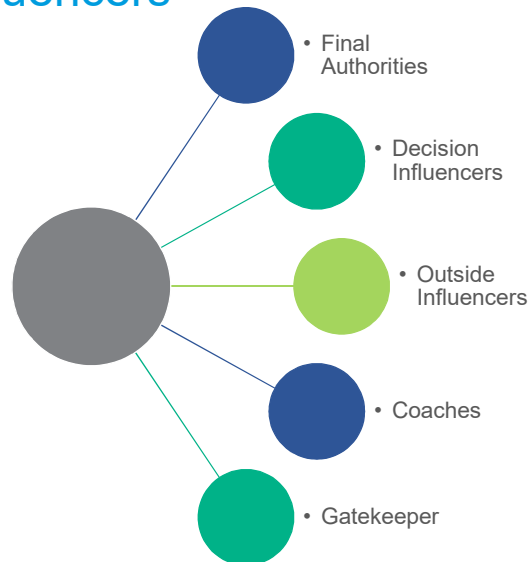
Budget, Additional,
Relationships

Targeting

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Decision Influencers



Targeting

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The Sales Process



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If you want to **grow 10%...**




- If you have 25% of your firm's revenue in your sales pipeline and:
 - You have 10% client attrition each year
 - You want to grow at 10% then...
 - **You need a 80% close ratio to reach 10% growth**

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If you want to **grow 10%...**



- If you have 50% of your firm's revenue in your sales pipeline and:
 - You have 10% client attrition each year
 - You want to grow at 10% then...
 - **You need a 40% close ratio to reach 10%**

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If you want to **grow 10%...**



%

- If you have 100% of your firm's revenue in your sales pipeline and:
 - You have 10% client attrition each year
 - You want to grow at 10% then...
 - **You need a 20% close ratio to reach 10% growth**

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100% of your Firm's Revenue in Your Sales Pipeline... **Are You Crazy?**



What if it **comes in all at once?**

It never does.



We don't have anywhere **near that currently.**

How much do you have?



How is this **even possible?**

It is simple, but not easy. You must have a plan, work the plan, measure the plan and hold people accountable to results.



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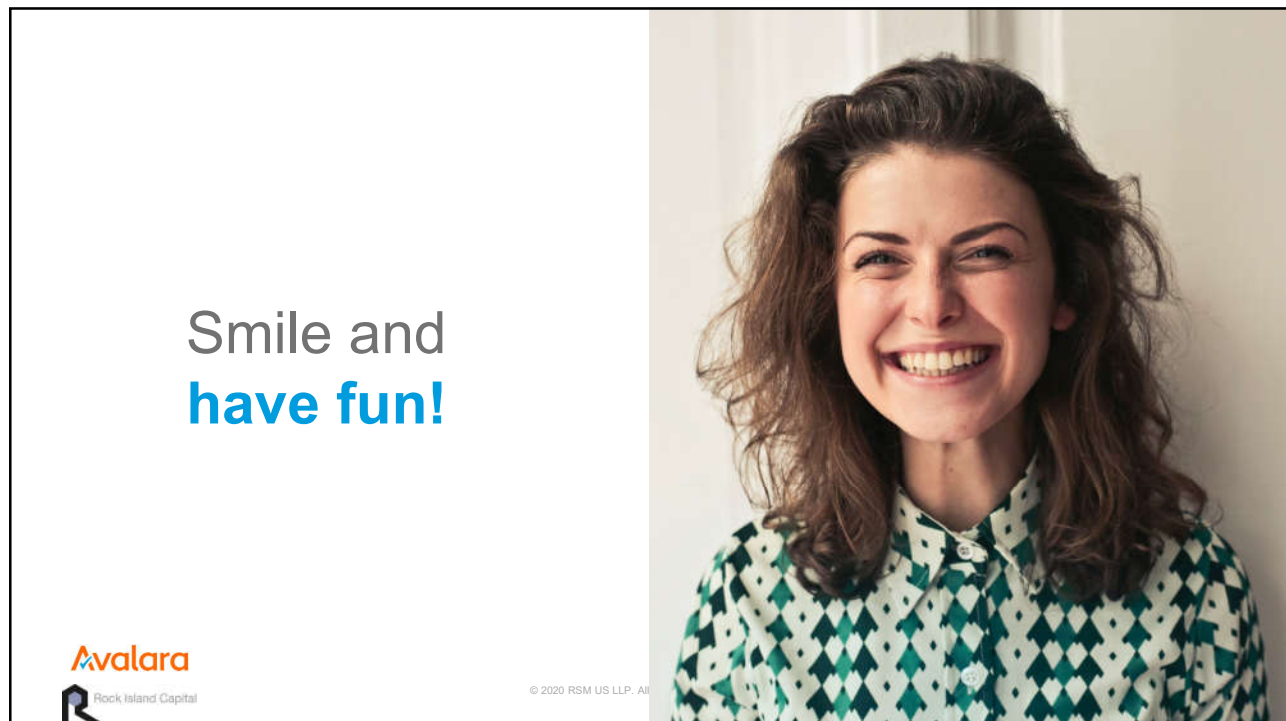
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BELIEVE



Smile and
have fun!

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Questions? Let's Connect!



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