



PAIN POINT 2: DIFFERENTIATING YOUR FIRM

Attracting and retaining your perfect clients

Accountancy is becoming an ever more crowded market.

Between 2018 - 2022, [IRIS estimates](#) there has been a 40% increase in small practices and bookkeepers. Newer firms can appear exciting and credible with minimal but consistent investments in marketing.

For larger firms, the impact is severe as the growth of students and qualified members is declining, reported by the FRC. As a result, established firms can no longer rely solely on their credibility due to capacity constraints.

Who is your perfect client?

Most firms would state that their perfect client would be:

- ✓ A growing business
- ✓ Needs to access various services
- ✓ Values the work you do

All accounting practices are chasing the same companies, hoping they don't lose quality clients to other firms.

Competing with Amazon

“Accounting firms are no longer competing just with each other. They are competing with companies like Amazon, or Uber. Clients have expectations of service gained from interactions with other companies. They want to be offered new services delivered at faster speeds. This is now the norm when dealing with all of their suppliers.”



JAMES ASHFORD,
CO-FOUNDER OF
GO PROPOSAL

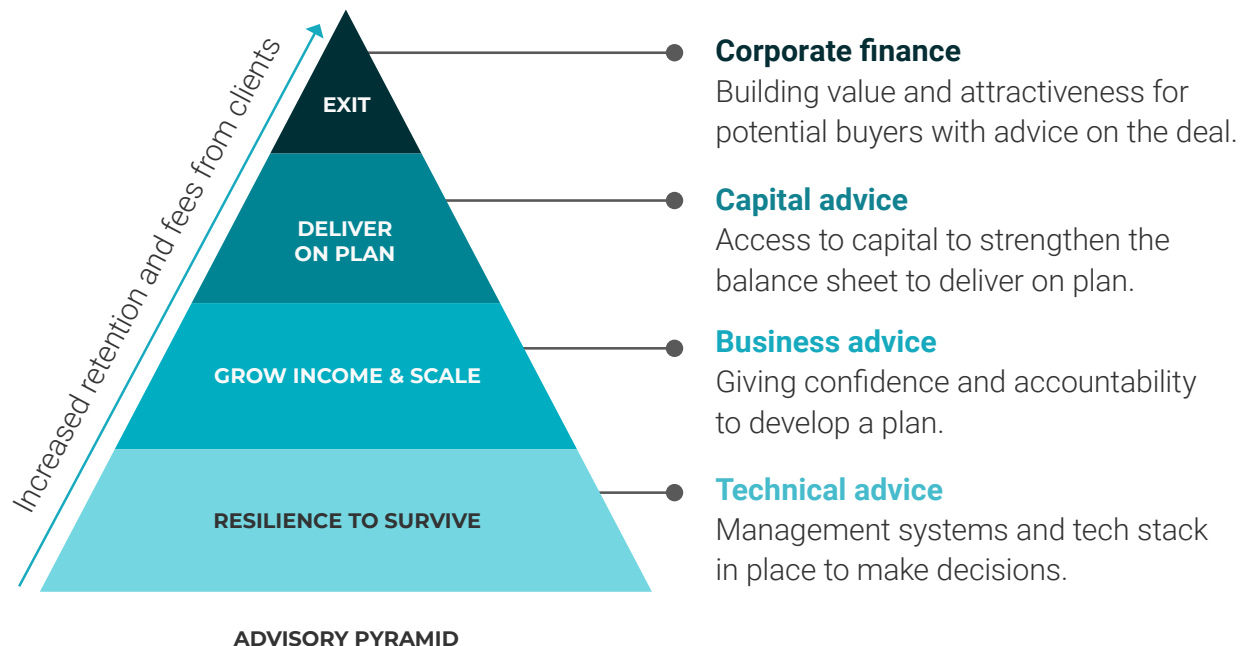


Clients climbing the Pyramid of Advisory with you

Practices offering new services are able to attract and retain top clients by supporting their daily challenges.

Like you, we seek firms eager to integrate new services to build relationships with clients.

To stand out, firms are offering more than compliance services, moving up the Advisory Pyramid for top clients.



“We’ve always been a consulting firm. We provide holistic advice to clients. More and more are asking about corporate finance and funding.”



CHRIS KELLY, JACOBS ALLEN



Business cash flow cycle



1. Wins new contract.



2. Doesn't check the credit score of the new debtor.



3. Doesn't forecast costs therefore doesn't realise there's a cash shortfall.



4. Doesn't get paid on time and needs money for payroll.



5. Goes to get funding.



6. No affordability and finds out they have a low credit score.



Ways to retain clients throughout their business lifecycle

With Capitalise, accountancy firms like yours can access a range of services that attract and retain clients throughout their business lifecycle, without any additional time spent.

Proactive advisory - Monitor risks ahead of time. Prevent surprises and track customers' evolving credit scores.

Value-added services - Help clients get access to better business finance rates and terms, saving them money in the long run, also enabling you to charge for it.

Specialised industry insights - Educate clients about the importance of credit scores, their own and their customers.

Introducing new services - Carry out an annual Credit Review to ensure their credit score reflects their true position, even if they don't publicly file full financial statements.



Differentiate your services with tools from Capitalise

So, if you want to provide industry leading insights to your clients and stand out from the crowd, get in touch with us to find out more.

Contact us →