



THE PATH TO PROFIT

An easy client engagement roadmap
for growing accounting practices.



Let's get started...

Print out your Engagement Success Roadmap on the last page.

We'll be covering 7 sectors that make up your onboarding journey:

1. Discovery & Follow up
2. Value Conversations
3. Pricing
4. Engagement Letters
5. Basic AML
6. Proposals
7. Payments

While GoProposal products can help you turn many of these areas into scaleable assets, this guide gives you the actual plan you need to fix weak areas of your onboarding process, whether you use GoProposal products or not.

With pressing compliance crack-downs, tech-stack overwhelm, and a shortage of resources, many accountants feel stretched to breaking point. But some appear to be thriving, scaling their firms and becoming celebrities of the accounting-world.

Sure, their stories are inspiring, but it can also be disheartening to see their firms skyrocket while you're in the first camp, feeling stuck in the weeds...

**...Following this roadmap
will help you get UNstuck.**

The 3 Levels of Business

There are 3 levels of business success. Every business will be at one or another at any given time:

- **Level 1: Stuck in the mud**
 - If you're making little to zero profit, you're not running a business. You're running a charity, or simply working a job. You're getting a salary for your sacrifices.
- **Level 2: Your house is in order**
 - You have everything in place to run a profitable business but are still somewhat involved in the day to day running of it.
- **Level 3: You have a scalable asset**
 - You now have everything in place to scale the business without you as the bottleneck to growth.

Scoring where your onboarding processes are on the engagement success roadmap, even if you're not where you hoped to be, will give you the insight you need to move UP!

“Your value in the world is directly proportional to the size of **the problem you can solve”**



Before we get you on the roadmap, ask yourself:

Q1. Could I go on holiday for 3 months with no phone and no contact to my office and still have business grow profitably?

If the answer is no, you probably don't have a scaleable firm.

So, let's scale the question down...

Q2. Could I go on holiday for 1 month with just a 20 minute phone call to the office once a week and my business will still hold profitably?

If not, you're probably stuck in the weeds.

If you are struggling to break through the weeds right now, that's ok. This roadmap is for you to figure out where you are and how your business can become scaleable. The principle can be applied to all business areas, such as marketing, team building, etc. But it starts with onboarding clients...

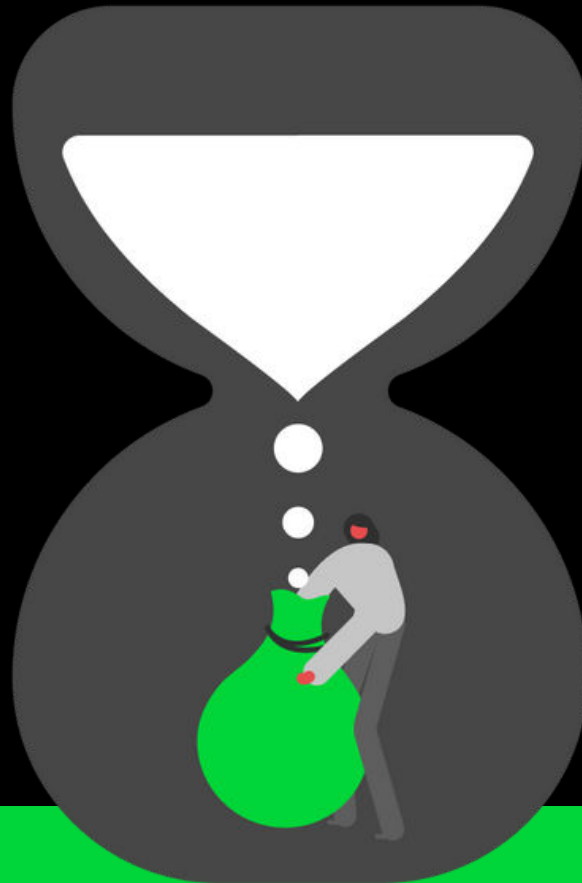
Nuvo Accounting became a top 100 firm by acquiring other accounting practices and scaling them. They cite GoProposal as a crucial factor in their success, as this is the tool they used to reprice within each practice as a first port of call.

“The biggest ROI from using GoProposal has been our fee increases. Not just from the product itself, but the whole ethos and training that surrounds it has given us the confidence to revisit existing clients and show them all the services we haven't previously charged for, that we need to start charging for. Clients have been so much more receptive than we thought. We were quite skeptical at first, but I've had so few kickbacks it's been incredible.”

Ben Knapp, Operations Director, Nuvo Accounting



“Don’t sell your time for money, **start selling results”**



Selling time for money isn't an efficient way to make a profit, since time is finite. You need to shift your focus from selling your services by the hours they'll take, and sell the results you know you can achieve for clients instead.

How do you get results?

By having very different conversations to understand your clients at the deepest level, to understand your clients as people, and what they're trying to achieve personally.

1

Drill Down

Start by scoring yourself on each section 'below ground.'

For every statement that's true to your firm, give yourself a MINUS point.

Put your total minus score to the right of the row.

At this point, you might be feeling unsettled. It's always depressing when you shine a light on something for the first time - but there is hope.

If your score is low, and you've been experiencing pain and stress, we're shining a light and exposing where it hurts.

EXAMPLE (Find your full roadmap here on [page 12](#), Score yourself for each statement on the bottom row, from left to right)

DISCOVERY & FOLLOW-UP	VALUE CONVERSATIONS	PRICING	ENGAGEMENT LETTERS	BASIC AML	PROPOSALS	PAYMENTS
<ul style="list-style-type: none">- Take prospects straight into sales meeting with no vetting- No positioning of your company, services or value prior to sale meeting- Follow-up with the client afterwards 4 times or less	<ul style="list-style-type: none">- Let the client tell you what they want- Same or similar to what they had with previous accountant- No questioning or challenging	<ul style="list-style-type: none">- Fees are based on an average of local firms- Regularly discount fees to win work- Still price based on time	<ul style="list-style-type: none">- Using templates from your professional body which you've edited yourself- Review your engagement letters annually or less- Currently doing work for clients not covered in your LoE	<ul style="list-style-type: none">- Either don't complete ID Checks or holding paper copies- Only conducting AML checks once when you sign a client up and not ongoing- Don't have a risk assessment completed for each client	<ul style="list-style-type: none">- Don't have a proposal and rely on the engagement letter to communicate offering- Takes longer than a day to produce and it has to be reviewed before sent- Use Microsoft Word to produce the proposal	<ul style="list-style-type: none">- Payments are collected annually when the work is done- Collecting payments is a manual process
-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>	-3 to 0 <input type="checkbox"/>

“Unless you know where you are, you can't get to where you want to be.”

2

Rise Above the Weeds

To assess whether you have your house in order or a scalable asset, work through the rest of the points column by column, from left to right..

This time, for every point you do in your practice, give yourself one point.

Score each row out of 20, and calculate your overall score (not forgetting to subtract your minus score from step 1).

TOP TIP #1

Want to get your team trained to confidently have valuable conversations? [The GLOSS Method](#) is a consultative sales framework with proven success across many of our firms.

DISCOVERY & FOLLOW-UP

- Everything that can be automated within the process is done so
- The process is not reliant on the owner or senior team members at all
- Prospects are followed up for as long as it takes

0 to 3

- All prospects have a Discovery Call prior to a sales meeting
- Promotional information of company, services and value are sent prior to sale meeting
- Follow-up process in place with 12 touch points or more

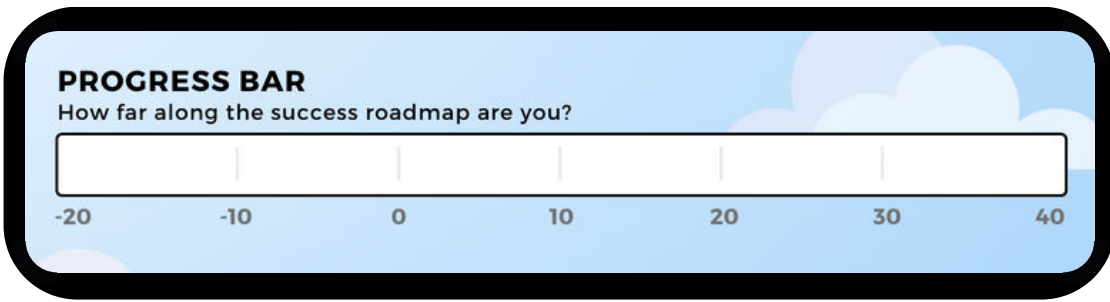
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3

Focus on Progress

Enter your total score from step 2 into your progress bar. Don't overthink it. Remember, you need to see where you are now so that you have a chance to see where to progress.



Highlight 3 KEY AREAS to focus on to progress, for example:

ENGAGEMENT SUCCESS ROADMAP

GO PROPOSAL

HOW TO USE THIS ROADMAP

1. Read through the statements to understand where you are right now and score yourself in the boxes, using the numbers to the left of them as the range.
2. Add up your scores at the end of the rows to figure out whether you are above or below ground, and by how much.
3. Plot your final score on the PROGRESS BAR to understand how far you have to go.

PROGRESS BAR
How far along the success roadmap are you?

-20 -10 0 10 20 30 40

DISCOVERY & FOLLOW-UP	VALUE CONVERSATIONS	PRICING	ENGAGEMENT LETTERS	AML	PROPOSALS	PAYMENTS	DO YOU HAVE A...
<ul style="list-style-type: none"> Everything that can be automated within the process is. The process is not reliant on the owner or senior team members at all. Prospects are followed up for as long as it takes. <p>0 to 3</p>	<ul style="list-style-type: none"> All of the team are trained in the consultative sales framework eg CLOS Method. Everyone connected to the client understands emotional drivers of the client. Your most junior team member could price your most complicated client. <p>0 to 2</p>	<ul style="list-style-type: none"> Client fees are reviewed every quarter by people other than the owner or senior team members. All services are profitable and pricing is regularly reviewed. Your most junior team member could price your most complicated client. <p>0 to 3</p>	<ul style="list-style-type: none"> Engagement Letters are reviewed every quarter automatically by leading professionals. 50% of the team could issue a fully compliant engagement letter in under 15 minutes. They contain key dates for all relevant services, including start date and final deadlines. <p>0 to 3</p>	<ul style="list-style-type: none"> Biometric ID Checks completed for all clients. AML is a continual process. Risk assessment are reviewed automatically as soon as a client's circumstances change. <p>0 to 3</p>	<ul style="list-style-type: none"> More than 50% of staff are able to produce a perfect proposal. Proposals are professional, compelling sales documents with an 80% or more conversion rate. Proposals can be produced and sent during the meeting. <p>0 to 3</p>	<ul style="list-style-type: none"> 50% or more of the team could easily change the client's payment. Proposals are automatically generated as fees increase. Their payment is always reflective of the scope of work being delivered and adjusts accordingly. <p>0 to 3</p>	<p>SCALABLE ASSET</p> <p>The business now has everything in place to scale without the business owner or partners being bottlenecks to growth in any way.</p> <p>0 to 20</p>
<ul style="list-style-type: none"> All prospects taken into a Discover Call prior to a sales meeting. Forms information of company services and value sent prior to sales meeting. Follow up process in place with 12 hour's notice or more. <p>0 to 3</p>	<ul style="list-style-type: none"> Using a consultative consultative sales framework eg CLOS Method. Understand emotional drivers of the client. Offering the client everything you think they need. <p>0 to 3</p>	<ul style="list-style-type: none"> You see priced highest in your local area. You are charging for all the work you do (no discounts). You are no longer pricing based on time. Fees are reviewed every year. <p>0 to 4</p>	<ul style="list-style-type: none"> Your engagement has been professionally reviewed in the last year. No work is done without it being in an engagement letter. <p>0 to 2</p>	<ul style="list-style-type: none"> ID Checks completed for all clients and stored digitally. AML is reviewed each year. Risk assessments are kept up to date each year. <p>0 to 3</p>	<ul style="list-style-type: none"> You have a cloud based stand alone proposal (utilising the benefits of each service). Proposals can be produced and sent within an hour of the meeting ending. <p>0 to 2</p>	<ul style="list-style-type: none"> All clients pay monthly for all services. All automated payment collection process is in place. You can easily adjust the client's payment as their fee increases. <p>0 to 3</p>	<p>HOUSE IN ORDER</p> <p>You have everything in place for this to run as a profitable business with the business owner and partners still being somewhat involved in its day-to-day running.</p> <p>Above Ground (+)</p> <p>0 to 20</p>
<ul style="list-style-type: none"> Take prospects straight into sales meeting with no writing. No positioning of your company services or value prior to sales meeting. Follow up with the client afterwards 1 time or less. <p>-3 to 0</p>	<ul style="list-style-type: none"> Let the client tell you what they want. Same or similar to what they've had with previous accounts. No questioning or challenging. <p>-3 to 0</p>	<ul style="list-style-type: none"> Fees are based on an average of local firms. Regularly discount fees to win work. Still price based on time. <p>-3 to 0</p>	<ul style="list-style-type: none"> Using templates from your professional body which you edited yourself. Review your engagement letters annually or less. Currently doing work for clients not covered in your LofC. <p>-3 to 0</p>	<ul style="list-style-type: none"> Either don't complete ID Checks or holding paper copies. Only conducting AML once when you sign a client up and not ongoing. Don't have a risk assessment completed for each client. <p>-3 to 0</p>	<ul style="list-style-type: none"> Don't have a proposal and rely on the engagement letter to communicate offering. Takes longer than a day to produce and it has to be reviewed before sent. Use Microsoft Word to produce the proposal. <p>-3 to 0</p>	<ul style="list-style-type: none"> Payments are collected manually when the work is done. Collecting payments is a manual process. <p>-2 to 0</p>	<p>CHARITY OR JOB</p> <p>You provide services for free, make little to zero profit and effectively get paid a salary for your services.</p> <p>Below Ground (-)</p> <p>-20 to 0</p>

Instead of being overwhelmed by the big picture, focussing on three areas to start will help you move the needle forward on the progress bar.

Answering these questions will help dictate what actions you need to take:

- What's one BIG thing you know you need to change?

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- What's stopping you? If it's fear, ask the question, who am I afraid of failing in front of?

.....

- What's the SMALL decision you could easily make right now?

.....

- What action will you take by the end of today to move this forward?

.....

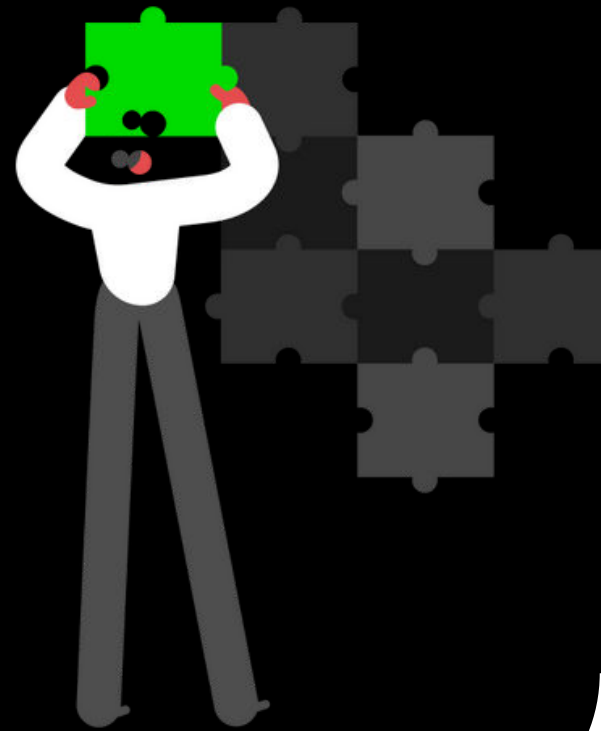
TOP TIP #2

You MUST detach yourself from market rates. If you're matching market rates you're doing the same as everyone else - be the best, and don't concern yourself with what others in your area are charging.

What next?

Now you've identified the gaps in your client engagement process and what you need to change, **HOW** are you going to change them?

If you want to make a breakthrough, a good place to start is by asking people who have already done so. [The GoProposal community](#) is rich of accountants and bookkeepers who've learned the value of charging their worth and experienced phenomenal results as a consequence.



DID YOU KNOW?

If you'd love to have your whole team confident with onboarding new clients, but don't see how you'd have the time to train them, we can help... When you add additional users to your GoProposal package, you can send them our way and we'll train them on sending proposals, engagement letters and AML checks.

Remember, you're more likely to commit if you take one step forward within 1 HOUR of completing this activity. What will you do?



Why GoProposal?

GoProposal is more than an engagement suite. Our fundamental purpose is to help you grow profitably.

If you need help to price your services consistently, and protect your firm with state of the art compliance and Anti-Money Laundering software, start a trial, at no cost and no obligation.

START YOUR FREE MONTH

ENGAGEMENT SUCCESS ROADMAP

PROGRESS BAR

How far along the success roadmap are you?



HOW TO USE THIS ROADMAP

1. Read through the statements to understand where you are right now and score yourself in the boxes using the numbers to the left of them as the range.
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DO YOU HAVE A... SCALABLE ASSET

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0 to 20

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Above Ground (+)

Below Ground (-)