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Asgeirsson share insight on the importance of serving as "quarterback" for business clients. Jody Padar and Allan D. Koltin discuss approaches for ...

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A new e-book brings together many of the accounting and valuation professions' top thought leaders to provide practical strategies to help firms continue to add value beyond their technical skills.

The e-book, [*Next-Level Accountants: Your guide to growing a firm of trusted advisors*](#), was authored by Mary Ellen Biery, a research specialist at financial information provider

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focused on compliance-related services, battling compressed work schedules and lamenting pricing pressure,” Biery said. “But a growing number in the profession agree that positioning firms as trusted advisors and delivering the services to support that strategy can produce more loyal, happy clients and staff, as well as higher revenues.”

The list of sources in this guide reads like a “Who’s Who” in accounting and valuation. Thought leaders such as **Gale Crosley, Doug Sleeter, Tim McDaniel** and **Erik Asgeirsson** share insight on the importance of serving as “quarterback” for business clients. **Jody Padar** and **Allan D. Koltin** discuss approaches for providing a better client experience while securing the firm’s future growth. **Tom Hood, Marc Rosenberg, Joe Woodard** and **Gary R. Trugman** give practical advice for freeing up time so accountants can work on strategy, management and other high-value work. **Ronald J Baker, August J. Aquila** and **Terrence E. Putney** offer partner and practice-management strategies for transforming your firm’s focus to value-added advisory work. Finally, **Charles Green, Randall Bolten** and **Kelly Phillips Erb** share best practices for developing some of the “soft skills” that set apart trusted advisors.

Next-Level Accountants explains:

- Why industry leaders believe that robust advisory and consulting practices are critical to future firm stability and growth
- How to implement pricing, compensation and management that consistently further your firm’s strategic vision and goals
- Nuances of client conversations that can lead to additional services and stronger relationships
- Opportunities and pitfalls in creating a proactive firm culture
- How to optimize firm efficiency with technology and streamlined process

The free e-book can be downloaded at web.sageworks.com/NextLevelEbook/.

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