

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

... automatically. Fewer individuals will need to itemize and will consider doing their tax

Gail Perry • Jul. 18, 2018



If you have listened to accounting pundits in the past few years, either at conferences, on webcasts, or through writing in articles, blogs, and other social media posts, you won't be surprised at all to hear that the accounting profession is experiencing a sea change that is leading us to a new dawn of accountants offering and being expected to provide advisory services in addition to or even in lieu of compliance and assurance services.

The compliance task is still a necessity, but as the recent changes in the tax code and

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

was not so much a warning as a path to permanent job satisfaction and security, but many eschewed his philosophy and stuck to their proverbial guns, continuing to provide the services that clients require, instead of opening the windows, letting the sun shine in, and offering services that clients would really want and value.

Sure, everyone needs a tax return, everyone needs some form of a financial statement, and companies with investors need the assurance an accountant can provide to back up the reported numbers. Need, need, need.

I once had a boyfriend who posed the question, “Do you need me, or do you want me?” I thought long and hard about my answer and, not realizing that I could have said, “Both,” I finally replied with Door Number One. He left soon after that conversation. Being wanted was more important than being needed. Don't we all yearn for that?

Our clients are no exception. The best clients aren't the ones who take a big sigh and reluctantly meet with us once a year to finalize the financial statements or sign off on the tax return. The best ones are those clients who want to know what we think, who contact us before they make a decision about their business or their personal finances, because they trust us and they have put their faith in our willingness and ability to help them.

In one of his later books, *Strategy and the Fat Smoker*, Maister states that, “Many firms' so called ‘client relationship plans’ are not really plans to build a relationship at all. They are *sales* plans, which is not the same thing. A sales plan is a set of activities designed to *get* – to generate revenues in the short run. A relationship plan is a set of activities to *give* – doing things that will build an asset – the relationship – that will continue to generate revenues into the future.

Give to your clients and your colleagues the benefit of your true expertise, the

Hello. It looks like you're using an ad blocker that may prevent our website from working properly. To receive the best experience possible, please make sure any blockers are switched off and refresh the page.

If you have any questions or need help you can email us

Advisory • Firm Management

CPA Practice Advisor is registered with the National Association of State Boards of Accountancy (NASBA) as a sponsor of continuing professional education on the National Registry of CPE Sponsors.

© 2024 Firmworks, LLC. All rights reserved