

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

today, you can tackle head on their most pressing problems first.

Aug. 23, 2021



*By Barry Pennett*

In the last year, there has been a significant business boom. According to the U.S. Census Bureau, business formation applications are at an all-time high, up 18.6% from last year. People have finally had the time and the opportunity to pursue their dreams of owning their own business.

With the increase in business owners comes the increase in need for tax and accounting professionals. Because, if there's anything the last year has taught business owners, new and old, it's the importance of having experts by their side to

help weather difficult times. While many tax and accounting professionals know 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

By asking your clients what's on their minds today, you can tackle head on their most pressing problems first.

This could be a number of things, from just trying to keep the lights on, pivoting their business to adhere to new customers, how to grow after the pandemic, and even getting a better understanding of where your client stands financially. Not only will asking them about today's worries help you identify and resolve short-term concerns, it will also give you a better understanding of where your clients' long term goals are and where they're headed with their businesses. If your clients are not actively thinking about this, broaching the topic with them will immediately show your dedication to supporting them and their long-term business health.

Once you have those initial conversations, you can begin to evaluate for yourself – is this what they really *should* be worrying about based on their current financial situation? Do their most important business matters today also impact their long-term business goals? From there, you can help bridge the gap between their current concerns and what they really should be concerned about, creating a plan to work with them on improving business health and reaching their business vision.

Posing this initial question also showcases what you can offer your clients in regard to advisory services. By creating long-term goals with them and advising them in next steps, they are gaining a trusted advisor who has their best interest in mind when mapping out goals. Have a conversation with them about an ongoing advisory services partnership to ensure the answers they gave to your original question are achieved, and that you're continuing to address any new concerns or goals that arise.

Asking “what is most important to you today” will put you and your client on the right track to a very successful partnership. It quickly helps you get to the root of your client's concerns, identify areas for improvement, and establish long-term goals

for success. Especially after the events of last year and struggles businesses faced, 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

Monthly + One-on-One Business

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