CPA Practice **Advisor**

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Your firm probably relies too much on tax season for revenues. That's means you're taking on too many clients and piling too much work on your employees. It's not a sustainable model. If you want to retain your best employees and grow your firm, you need a better approach. Smart Client Management revolves around selling more services to the clients you already have, easing the burden on employees and making your firm a year-round revenue-generating machine. What is Smart Client Management, and what can it do for your firm? Find out in this eBook. Also, discover:

- Why firms that rely too much on tax season are putting themselves at risk
- How to mine client data and sell new and different services to the clients you already have

• Why Smart Client Management helps your firm retain employees and grow

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