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SERVICES

We're all drawn to the power of data analytics and the insights they can provide. But there's more to being a successful accounting professional than crunching numbers.

Amy Vetter • Aug. 16, 2023



Where data reigns supreme, it's easy to forget the human side of accounting. We're all drawn to the power of data analytics and the insights they can provide. But there's more to being a successful accounting professional than crunching numbers. Relational accounting, the art of genuinely connecting with your clients, is a vital aspect that shouldn't be overlooked.

A truly comprehensive and effective advisory service must consider multiple factors,

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computational capabilities of accounting firms become less of a differentiating factor. When all accounting firms have access to similar computational power, what sets your practice apart?

The answer lies in the relationships you build with your clients. By cultivating strong connections, you can provide a level of service that no machine can replicate. Relational accounting is future-proof, ensuring your practice remains relevant and valuable in an increasingly automated world.

Why is Relational Accounting Crucial for Your Client Advisory Services Practice?

A remarkable testament to the power of relational accounting can be found in the success of Client Advisory Services (CAS) practices. In 2022, CAS practices reported a [median growth rate of 16%](#), demonstrating the significant impact of prioritizing relational accounting. (If you want more data on where people are working toward this, we did our own [Cherished Advisor](#)[®] report that you can review.) The driving force behind CAS is to offer enhanced value to clients while fostering deeper relationships as trusted advisors. The success of CAS practices is a prime example of how relational accounting can elevate the accounting profession and lead to substantial growth.

Still wondering why relational accounting is crucial for your practice?

Enhancing Trust and Loyalty

By getting to know your clients on a deeper level, you build trust, which fosters loyalty. Clients are likelier to stick with an accounting professional who understands their unique circumstances, goals, and pain points. This personalized approach to

accounting helps clients feel valued and well-served, making them more likely to

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As mentioned earlier, the increasing capabilities of AI and machine learning render computational power less of a differentiating factor for accounting firms. By focusing on relational accounting, you can stay ahead of the curve and [future-proof your practice](#).

Here are some tips to help you infuse relational accounting into your practice:

Be genuinely curious about your clients

Take the time to get to know your clients on a deeper level. Ask questions about their businesses, their goals, and their challenges. Show genuine interest in their lives beyond the balance sheet. This curiosity will not only help you tailor your services to their needs but also forge lasting relationships that go beyond mere professional transactions.

Communicate with empathy and clarity

Effective communication is the foundation of solid relationships. Practice active listening and make an effort to understand your clients' perspectives. When discussing complex accounting concepts, use clear and relatable language to ensure your clients grasp the information. You'll build trust and rapport with your clients by being empathetic and clear in your communication.

Be proactive in offering advice

Don't wait for your clients to come to you with problems. Stay up-to-date on industry trends and changes that may affect their businesses. Offer proactive advice and guidance to help them navigate potential challenges and seize growth opportunities. This proactive approach will demonstrate your commitment to their success and strengthen your relationships.

Adapt to your clients needs

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provide the service they need, be honest about it. Your clients will appreciate your candor and will be more likely to recommend you to others.

Show appreciation for your clients

Don't take your clients for granted. Show gratitude for their business and their trust in your services. Send personalized thank-you notes, celebrate their achievements, and take the time to check in on them regularly. These small gestures can go a long way in nurturing strong client relationships.

Remember, it's not just about the numbers—it's about making a genuine difference in the lives of those you serve. By focusing on the human side of accounting and building genuine connections, you'll provide a level of service that truly stands out.

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Amy Vetter is an accomplished c-suite executive and board member with deep experience in cloud technology and transformation, creating go-to-market (GTM) strategies to scale businesses nationally and internationally. Amy has held multiple roles in Fortune 500, startup, small company rapid growth, and is a serial entrepreneur. She is well-versed in overseeing marketing, sales, customer programs, and education. Amy is also an active member of the AICPA IMTA Executive Committee where she leads the Technology Innovations Taskforce and is an AICPA CITP Champion. Amy is a sought-after speaker, panelist, and authors articles for many national publications and online journals.

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