

# Value Add Service

## 6 week team coaching course

- ✓ Increase your average fee per client
- ✓ Increase your revenue and decrease your capacity
- ✓ Keep your clients for life
- ✓ What value add services do your clients want?
- ✓ Turn your clients into your best referral source
- ✓ Become a proactive firm vs. a reactive firm
- ✓ Create a new revenue stream

### Create a New Client Experience!

Are you missing MASSIVE opportunities to add and create value to you existing client base? Are you having trouble with client retention or clients always questioning the value of the compliance work you do? We all know that clients don't value the core services you provide (compliance work). What they do value is what you can do to help them grow, become more profitable, create more cash flow and strategically improve their business or personal wealth creation!

If you are looking for a step by step process to add value (create opportunities for clients, team members and your accounting firm), then register for GPL Network's 6 Week Creating Value to Clients Coaching Course. This has been specifically designed for Accounting firms in conjunction with Accounting firms and will help you create the systems, resources and confidence to get out from behind the desk and grow your business enormously right now!

The investment for the 6 weeks is only \$3,000 + GST. Upon completion of the course you will also receive a **BONUS Gift** - GPL Network's Client Consulting System, valued at \$995.

Our first group (limited to 6 firms) will begin **Monday 18 January 2010 at 12:30pm-1:30pm QLD time** and will be facilitated by Brett Madigan (GPL Network's Business coach) via a weekly 60 minute webinars. Get your registrations in early to avoid missing out!

### Course Outline

- Module 1.** Define your Core, Value Add & Premium services + Identify the opportunities in your client base
- Module 2.** Develop the right pricing model and engagement letter for Value Add & Premium services
- Module 3.** Develop the systems and resources to deliver your value add services
- Module 4.** Develop an internal coaching and mentoring program + Workflow planning for value add services
- Module 5.** Lead Generation For Value Added work - Develop a plan for the 7 points of contact
- Module 6.** Setting the goals to internal KPI's, working to the 80/20 VAS mindset

### Key Outcomes

- Create new measurements and KPI's that will drive your revenue growth
- Develop a new menu of services focused on value add and premium services
- Highlight opportunities to add value to clients right now
- Get your pricing structure right
- Develop a system to scope the work out and set the expectations upfront with clients
- Develop your own Client Consulting System for all team members to use
- Develop an ongoing training program for team members focusing on adding value to clients

**If you would like to register your firm for this course, simply please fill in a registration and payment form and select your preferred course. Then fax back to us on 07 5588 5122.**

