



Special Report:

How a Results Accountant Works with Business Owners



A unique 10 step process helps you grow your business, improve your lifestyle and increase your profits significantly.

In addition to the more traditional services of an accounting firm, such as expert advice on tax and financial issues, the 'Results Accountants™' in this firm have invested in new systems designed to make your business better, more profitable and more valuable. Here's how a Results Accountant™ works with you to develop the true potential of your greatest asset:

1. A preliminary assessment

To gauge the level of results you can expect from your business, we'll ask you to complete a preliminary questionnaire. Using sophisticated software tools designed to identify and quantify your potential for profit improvement, we're able to tell you just how much improvement you could expect using the techniques and resources available to us exclusively, as members of the Results Accountants Network™.

You will be considered for our business development processes if your potential for improvement is significant - typically in the order of approximately \$100,000. Now before you think - "my business couldn't improve by that much", we think you'll be genuinely surprised when you see the potential of your business examined using special software.

2. An initial consultation ensures there's a match

Here your Results Accountant presents you with a summary of the improvement potential within your business. You see some of the processes used and how together we will approach improving your business and its return on your investment. When you decide to continue the process you receive your personal copy of your 'Business Development Program'.

3. A more detailed investigation maps a course of action

Included in your Business Development Program is a more detailed 'Business Development Questionnaire'. This gives you instant insights into the challenges you face and what needs to be done to positively deal with them. Because your Results Accountants can identify the strategic opportunities that come from the way you do business — your business processes — your Results Accountants will provide you with a documented analysis. This will help you see and develop a course of action made all that much clearer by your next step...

4. Your strategic vision decided

Most business people have only a 'hazy' vision for the future of their business. To really achieve improvements it's important to turn that vision into a crystal clear picture. From there you can work back to where you are today, identifying all the strategies you need to implement to achieve your goals. We use a Planning Session for that process. At your Planning Session your Results Accountant™ reviews with you the key issues you face and the potential solutions. Here you really start to see how the process comes together and why it's just so important to develop your business even further right now. As a result...

5. A plan of ACTION will be devised

At this practice, we've found clients do better with 'Action' plans rather than lengthy, heavily worded business plans. You'll receive a result orientated action plan that's easy to relate to and more importantly - easy to implement. This plan provides you with the basis for moving forward with your business development. With clearly defined finite goals and dates to achieve them by, you and your team have far more direction and far more likelihood of success.

6. Your customers often have all the answers

To really create a successful business you must know exactly what your customers want and interestingly, what they find frustrating when dealing with your business and your type of business. That way, you can adopt strategies and business processes that make yours the specific business within your industry they prefer to deal with. Addressing your customers issues gives you a great opportunity to create a competitive edge for your business, an edge that means you could for instance, move away from competing on price and continue to capture more and more customers. A 'Client Advisory Board' where we sit down with customers and listen to them in a special, structured way is a major key here and an invaluable way to add value to your business. Your Results Accountant™ knows precisely how to expertly facilitate yours, using a turn-key approach with selected customers to mine critical information.

7. Your team have even more answers.

Your employees play a vital role in how well your business meets customers' expectations. Better yet, your team deal directly with client issues on a day to day basis. Often, that means they have 'hands on' insights you could benefit from. A 'Team Advisory Board' (much like your Customer Advisory Board) generates strategies that drastically improve the processes within your business. Further your Results Accountant™ has protocols for working with your people to develop a customer service plan that directly answers the feedback you receive from customers and team members alike - instantly improving your business.

8. An entirely different kind of 'audit'

At this firm we like to look at a business as a collection of people performing a wide range of activities or 'processes'. How well these activities are completed ALWAYS determines the outcomes or results your business achieves.

We find most businesses have not truly systemized their processes. The result being that those outcomes are often random and many business people are left feeling they lack real control. Improving business performance is fundamentally then about improving the key process within your business. Your Results Accountant uses a system to analyze the processes that comprise your business and its activities and identify with you and your team which processes need to be re-designed for far better results.

9. Your key business 'processes' - a system.

From there, your Results Accountant™ can work with you to document every element of your business and its processes. This gives you a fully documented system that allows you greater control over your results, by defining exactly how each process is to be completed. Again, you get better control AND outcomes. Another consequence is critical. The value of your business increases as your business moves more and more towards being a turn-key 'system' - a system that produces expected results.

10. Your financial plan and NEW 'KPI's'

Imagine having a control panel on your desk, much like the dashboard of your car, with gauges and signals that tell you instantly how your business is travelling. Compare that to the hectic, reactive nature of most businesses, large or small.

Your 'Key Performance Indicators' (KPI's) and your Financial Plan offer that level of control for your business just like your dashboard. Called your 'Management Control Plan', these KPI's and financial projections help you track your progress. They will tell you what is going on in all the key areas of your business and enable you to respond quickly to changes and new situations - that way generating optimal profits for you. Its important your Results Accountant plays an ongoing role here, using exclusive software we track your Key Performance Indicators and your financial position with you. Its importance could be compared to watching your speedometer and fuel gauge when you're on the road.