

Building Better Business Relationships



Cat Matson

- Director, Client Development Alito
- Performance *Ignition*
- Service Firm specialisation
- MBA (Strategic Management, Marketing, Entrepreneurship)

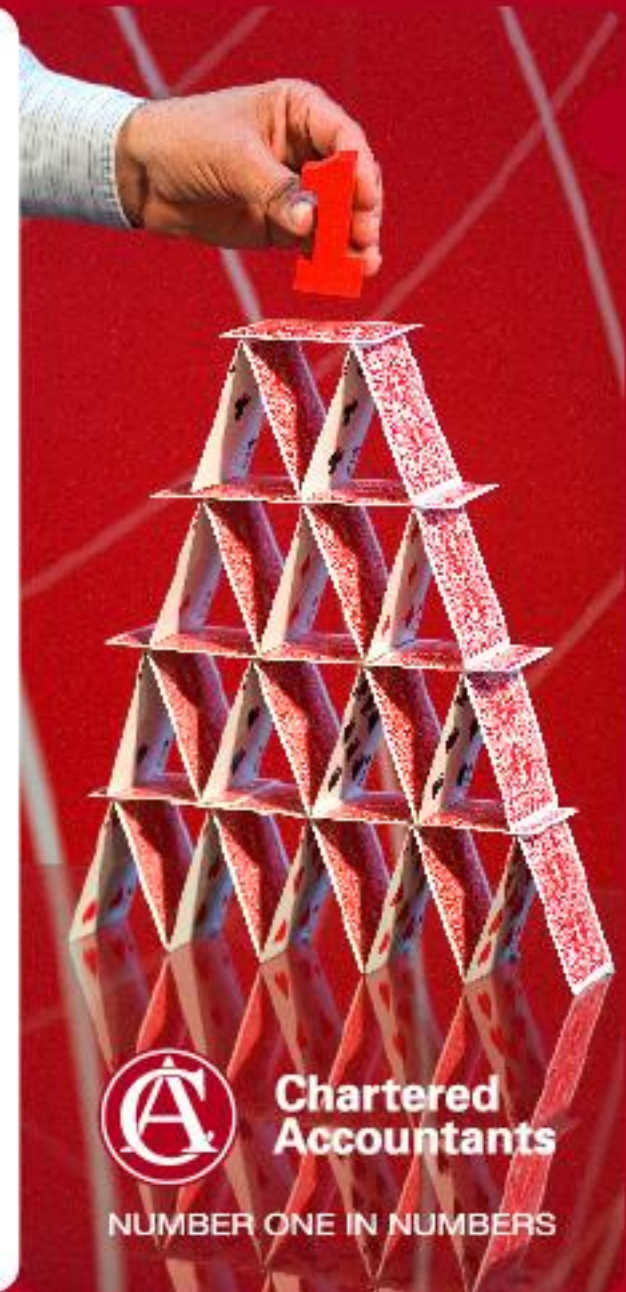


**Chartered
Accountants**

NUMBER ONE IN NUMBERS

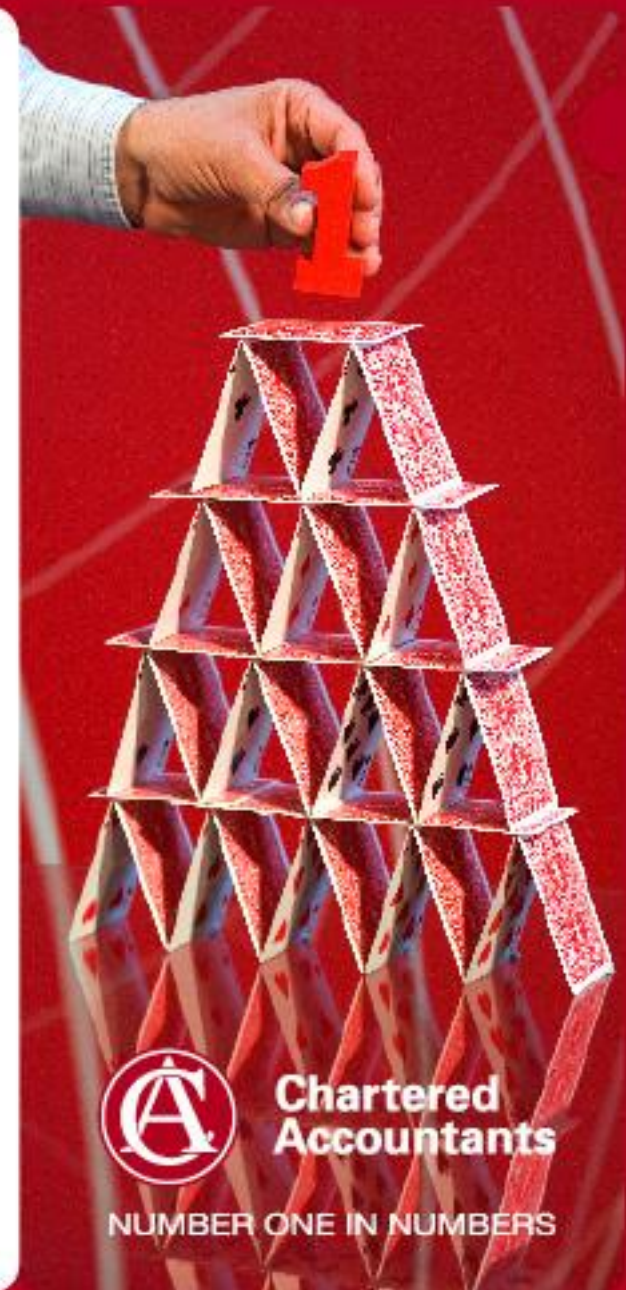
Why Relationships?

1. It's cheaper



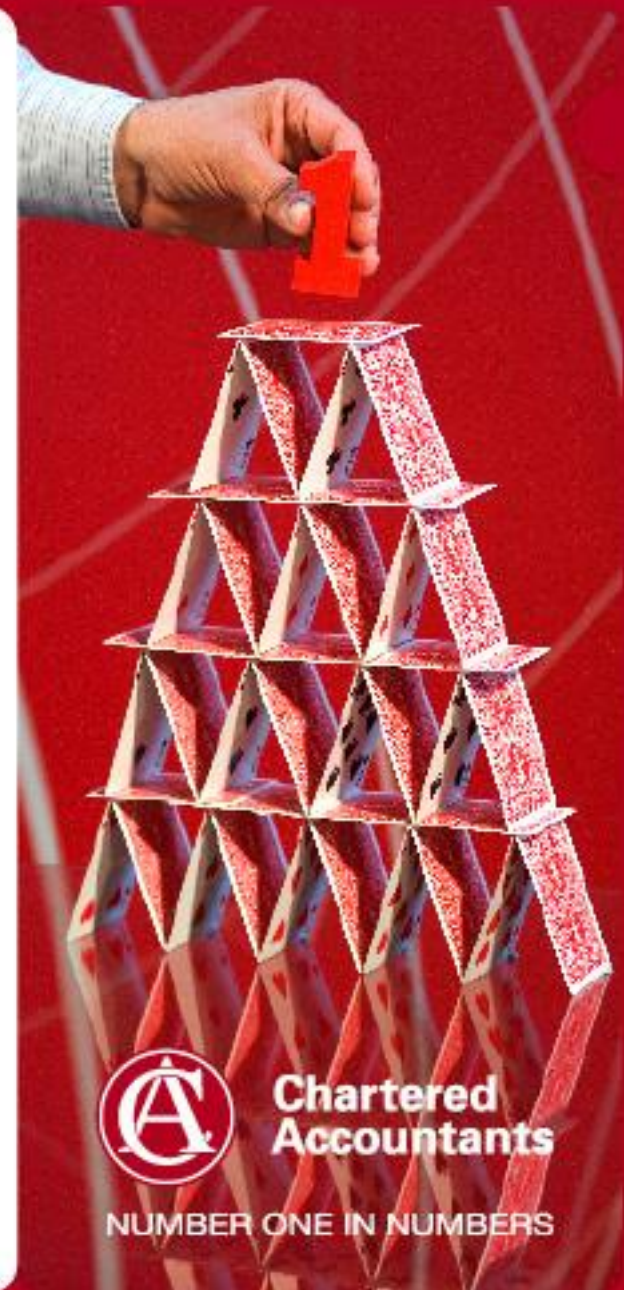
Why Relationships?

1. It's cheaper
2. Creates Advocates



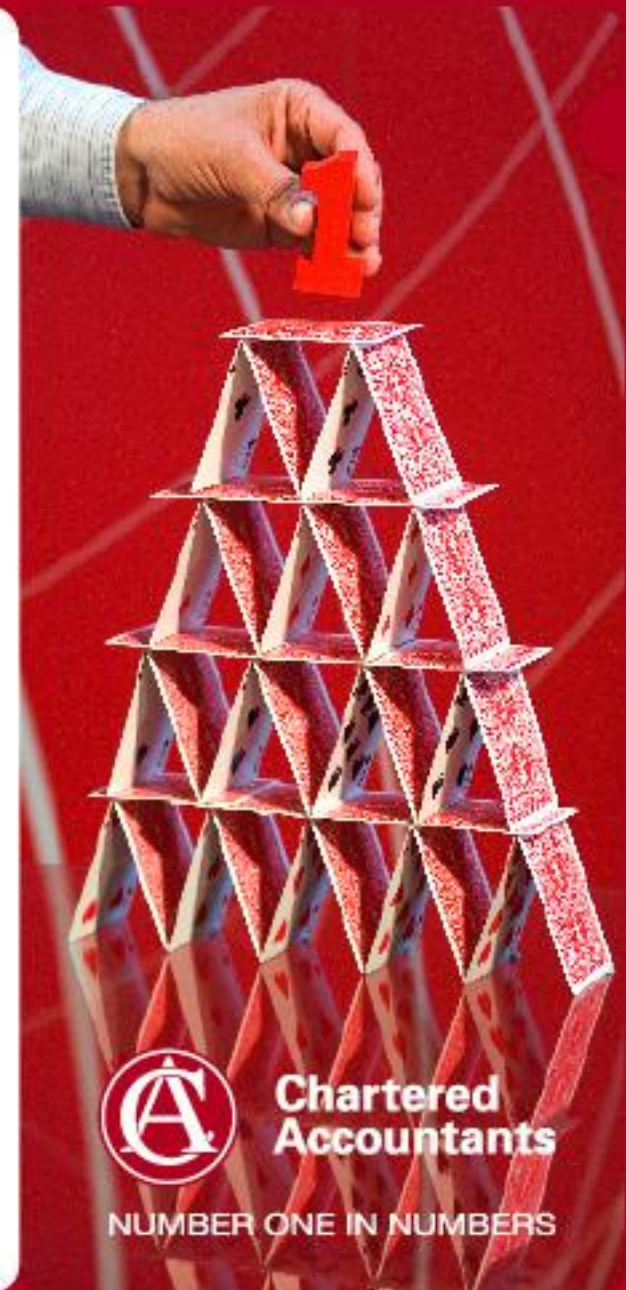
Why Relationships?

1. It's cheaper
2. Creates Advocates
3. ~~Commodity~~



Why Relationships?

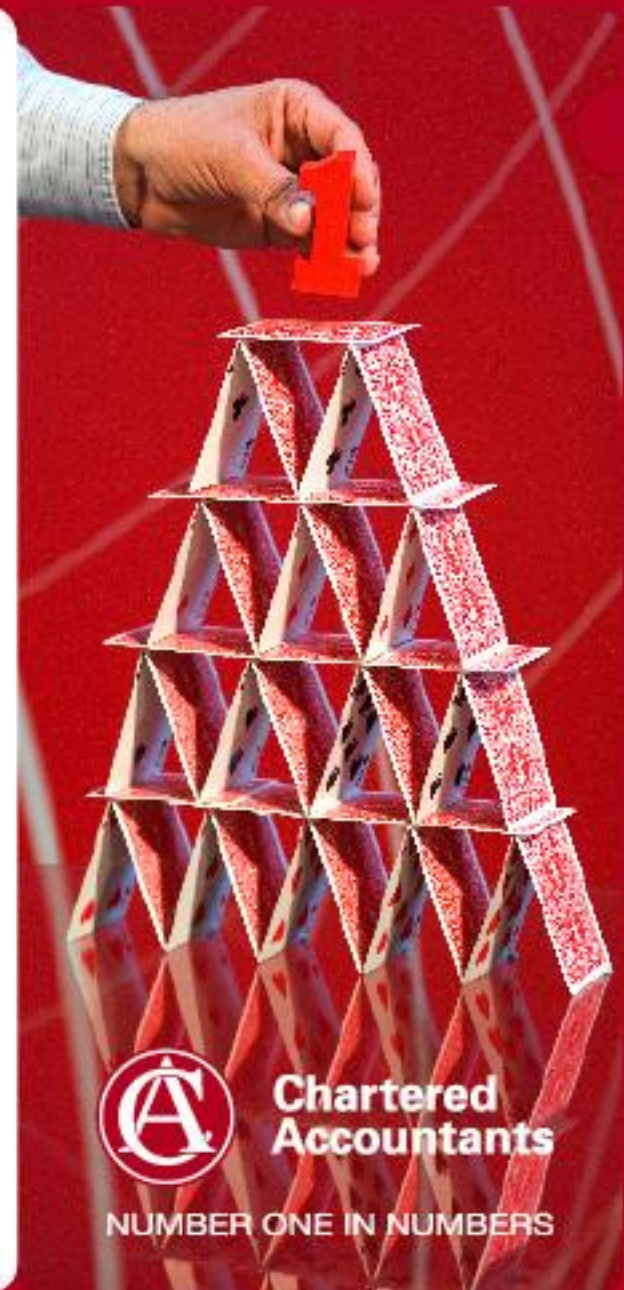
1. It's cheaper
2. Creates Advocates
3. ~~Commodity~~
4. It's more enjoyable



Why Relationships?

1. It's cheaper
2. Creates Advocates
3. ~~Commodity~~
4. It's more enjoyable
5. Relationships are at the heart of what you do

A different game.... a different paradigm



The Old Paradigm

Revenue =

People Power

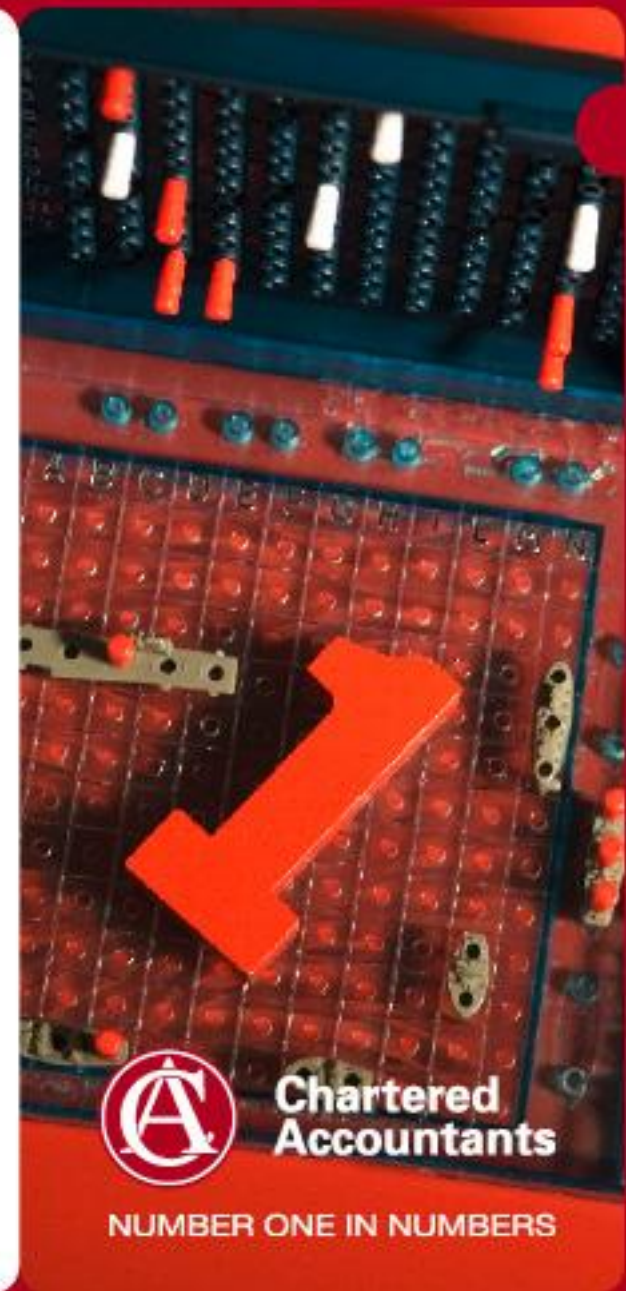
X

Efficiency

X

Hourly Rate

From Dunn & Baker, 2003, *The Firm of The Future*



A New Paradigm

Profitability =

Intellectual Capital

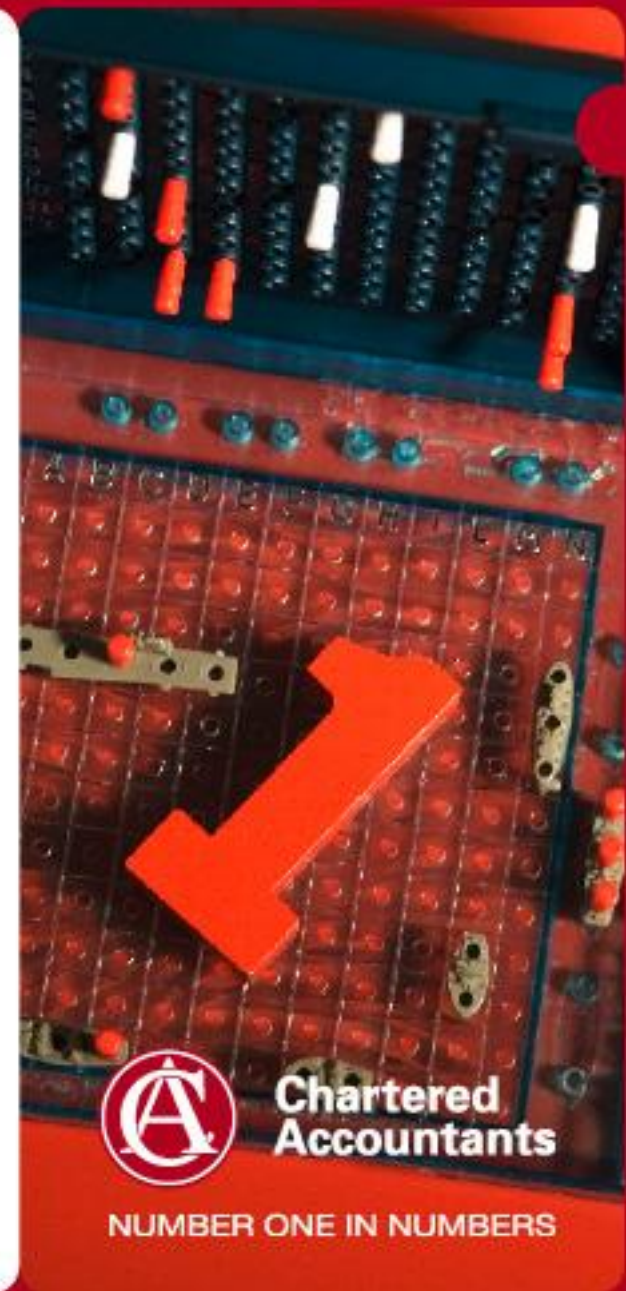
X

Price

X

Effectiveness

From Dunn & Baker, 2003, *The Firm of The Future*



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Intellectual Capital

Human Capital:

your team members and associates
it leaves in the elevator at night

Structural Capital:

everything that doesn't leave in the elevator:
databases, customer lists, procedures, explicit knowledge

Social Capital:

customers, suppliers, networks, referral sources, alumni
reputation



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Relationships with Who?

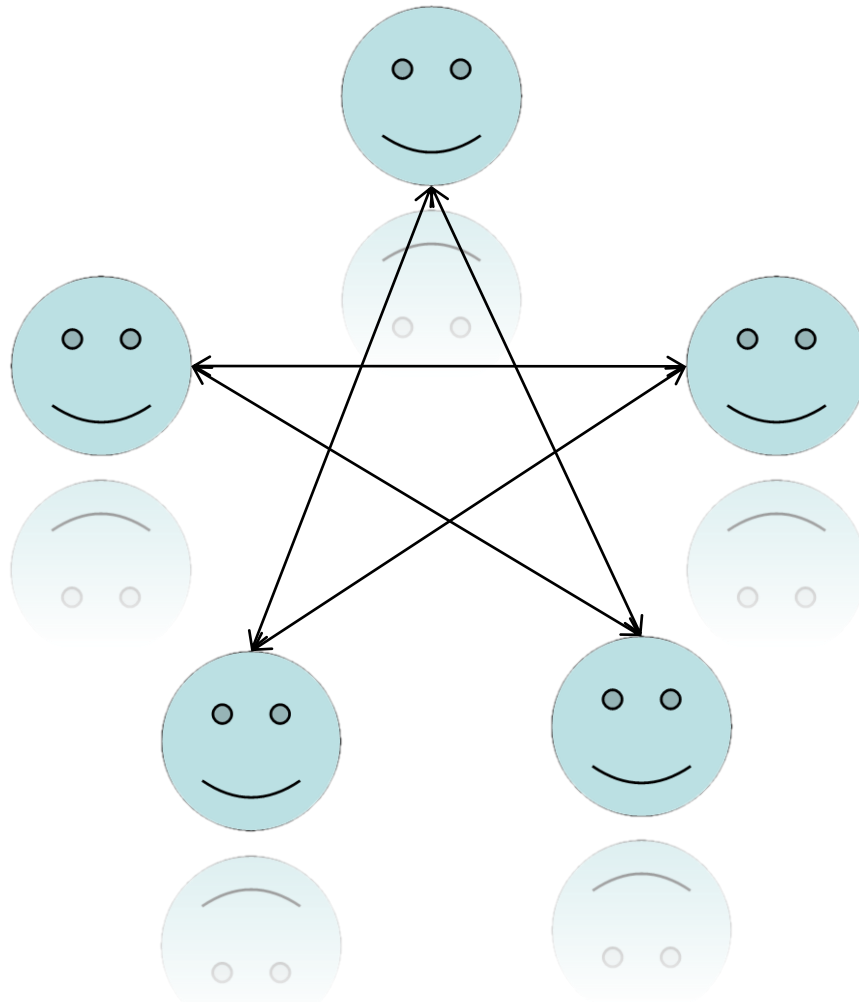
➤ Team Members

People join firms....

.....and leave managers



Relationship Web



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Relationships with Who?

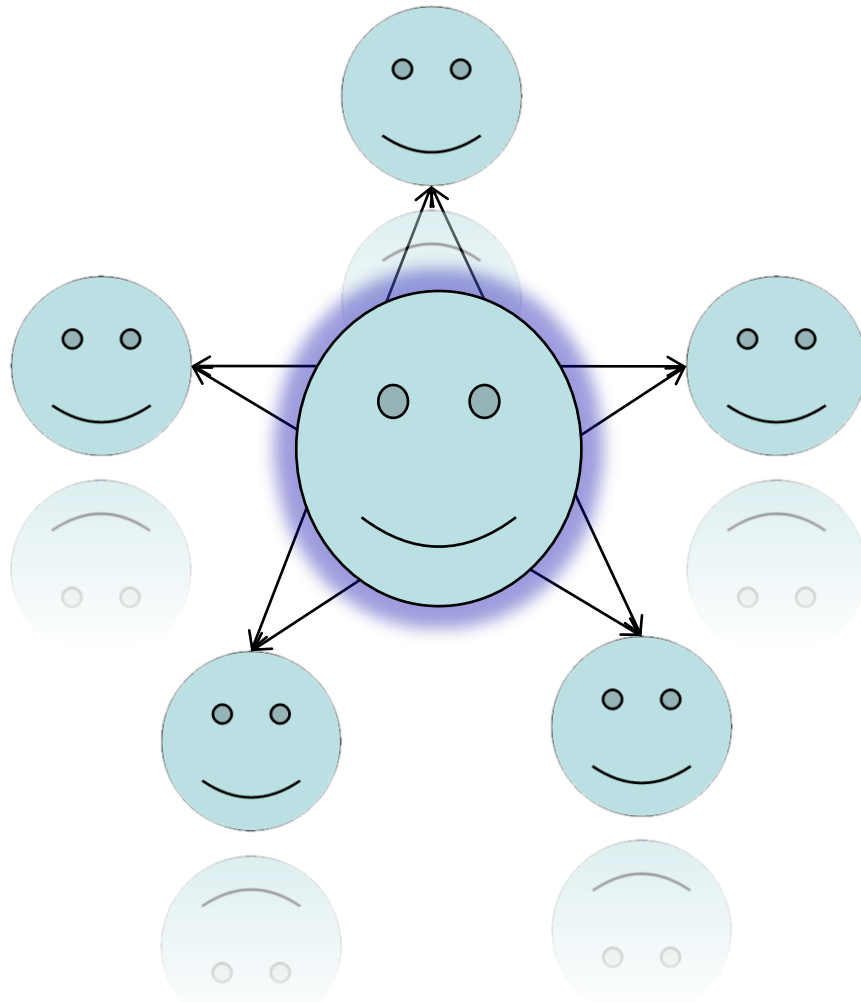
- Team Members
- Influencers
 - Banks
 - Chambers of Commerce
 - Other professionals



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Sphere of Influence / Aggregator



Relationships with Who?

- Team Members
- Influencers
- Other CA firms



Relationships with Who?

- Team Members
- Influencers
- Other CA firms
- Professional Networks

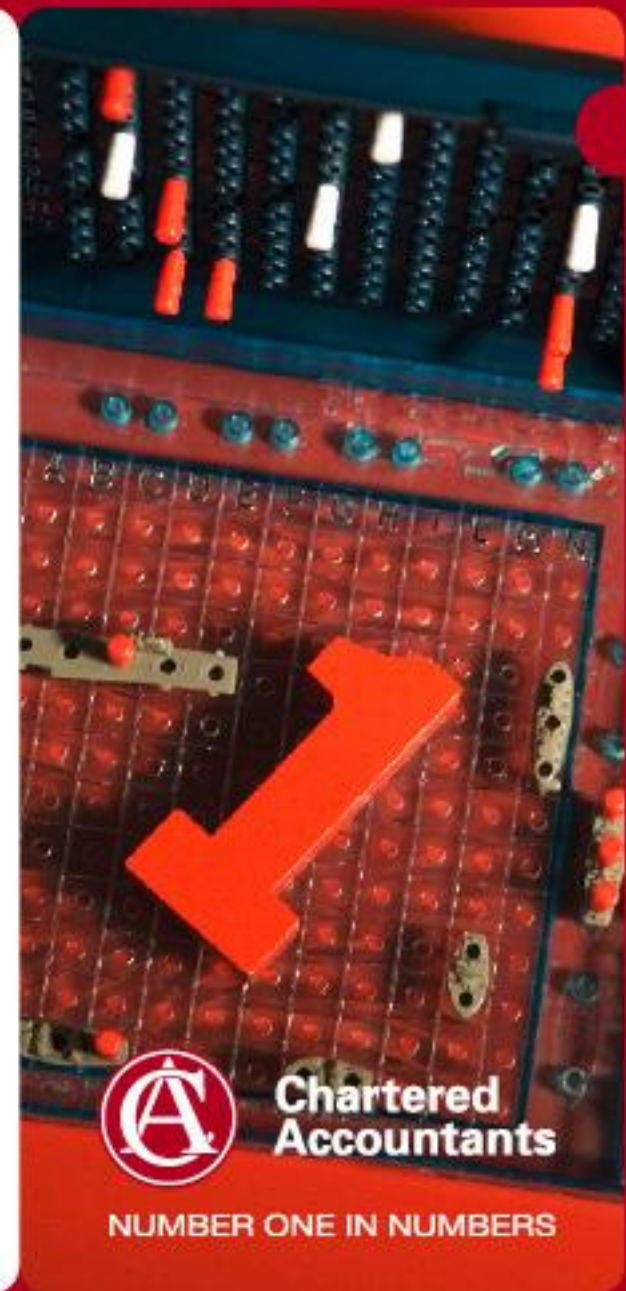


**Chartered
Accountants**

NUMBER ONE IN NUMBERS

Relationship

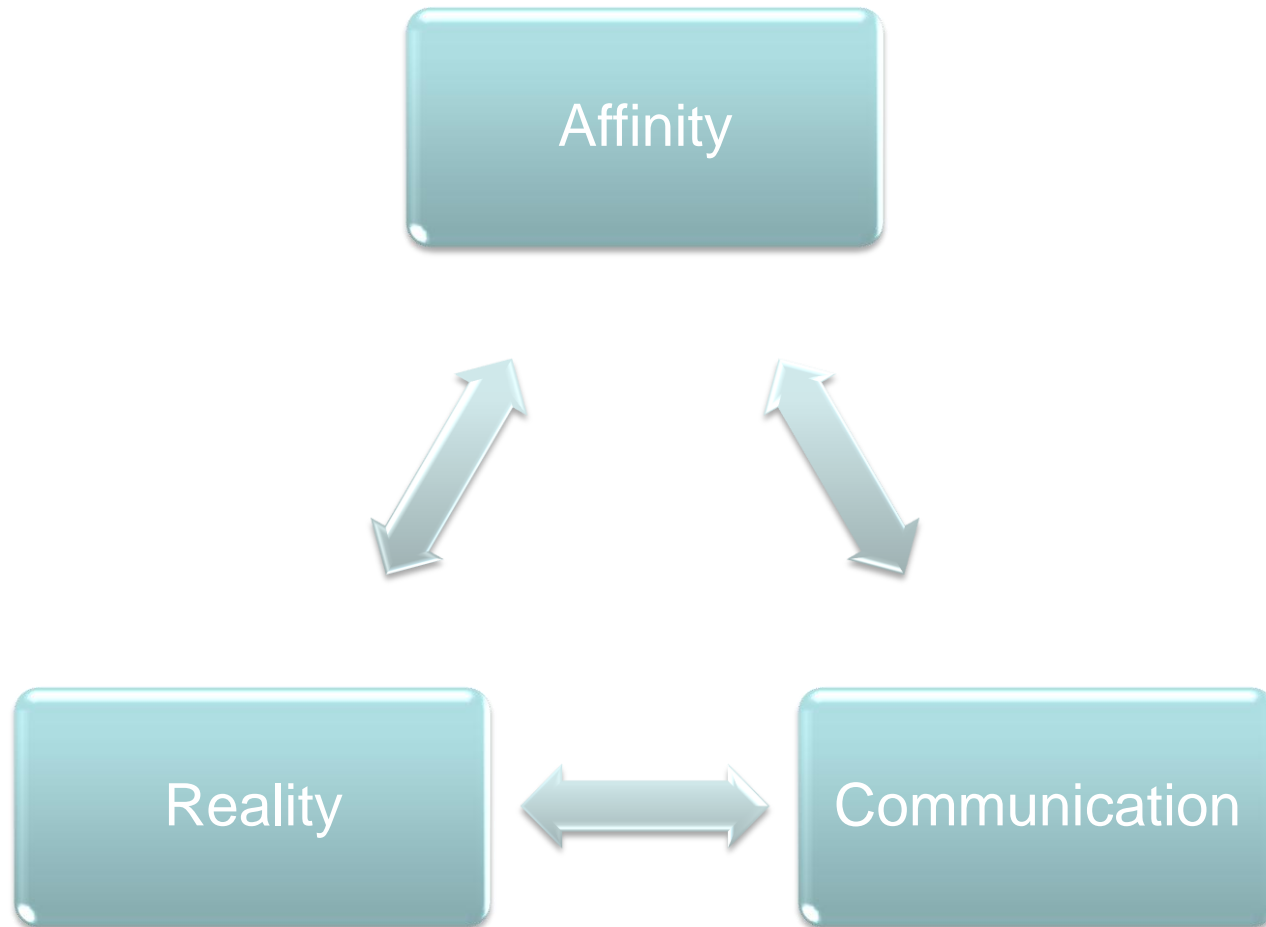
“a connection, association or involvement between people”



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

A Relationship Model



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

How To....

- ✓ Develop an affinity (be likeable)
- ✓ Find & develop a common reality
- ✓ Communicate, communicate, communicate



**Chartered
Accountants**

NUMBER ONE IN NUMBERS

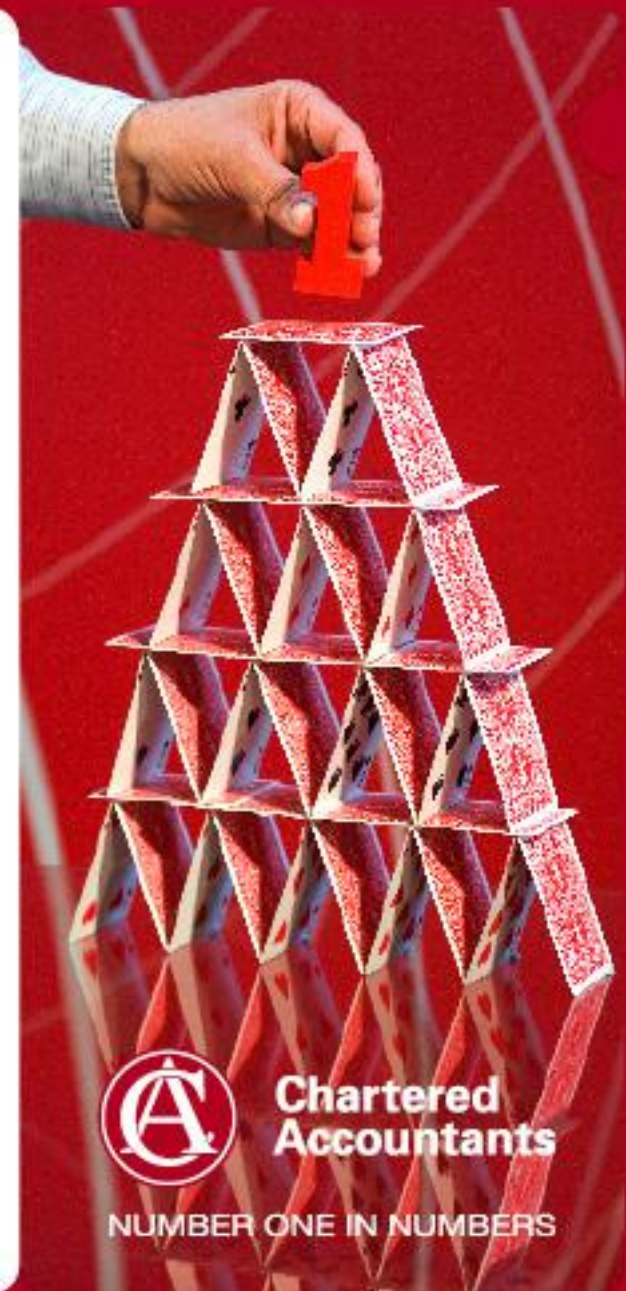
Communication Methods

- Newsletters
- Seminars
- Info nights
- Boardroom lunches
- One-on-one lunches
- Social get-togethers
- Regular reviews
- Touch-base phone calls
- Client visits
- End-of-financial year, Christmas, any-excuse parties
- Articles, white papers (yours or others)



Other Relationship Thoughts

- CRM
- Seek First to Understand
- Sphere of Influence / Aggregator
- Focus – 80/20
- Value-based fees
- Relationship Excellence



To be successful, you have to be able to relate to people;

they have to be satisfied with your personality to be able to do business with you and to build a relationship with mutual trust.

-George Ross
from The Apprentice (Donald Trump)

