




Using insights to start a valuable advisory conversation with your clients

Clayton Oates
QA Business





Ice-breaker -
Share with your
neighbor how many
years have you been
advising clients?

CPE Process

In order to receive CPE credit

- Be sure to sign in or scan your badge for this session
- You must stay in the session for the duration of the training
- This session is eligible for **1 hour of CPE**
- CPE certificates are emailed directly to you within 4 weeks of the conference date to the same email address you used to register

Today's speaker



Clayton Oates

Founder

QA Business

@Clayton_Oates

Who's in the room?



Confidence



Connection



Clarity



Conversation





The uninspired advisor




FREEDOM



A photograph of Zig Ziglar, an older man with white hair, wearing a dark pinstripe suit jacket over a light blue shirt and a patterned tie. He is smiling and has his right arm raised, holding a small object. The background is dark and out of focus. The image is overlaid with a semi-transparent dark grey rectangle containing white text.

**You can have everything in life you want if you will just
help enough other people get what they want.**

Zig Ziglar



Behind Every Set of Numbers There's a Human Story

Pause & reflect on the numbers






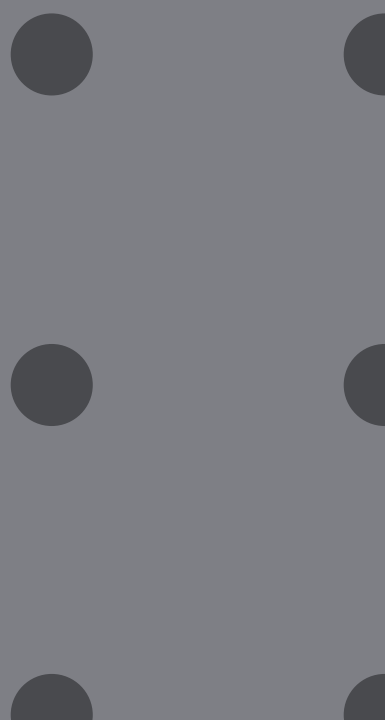
From Automation to De-Mystification

Delivering insights

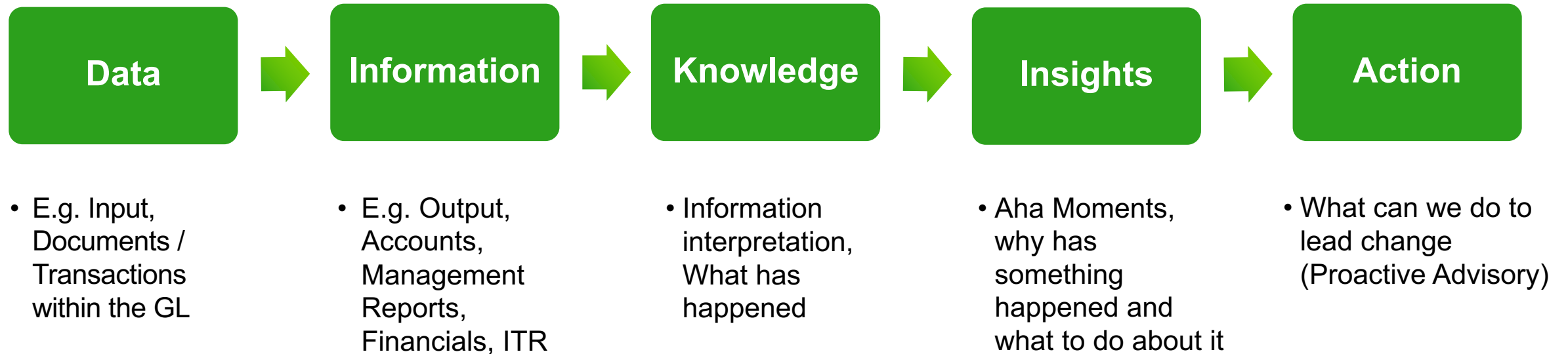




We are in the Knowledge Transfer Profession



Actionable data



P&L Review

Allocations

Margins (gross & net)

Expenses by % of income

By month

YOY comparison

Identifying trends

Historical indicators

Budgets

Setup (Last year actual)

- Seasonal

- By class

- Territory

Review (Bookkeeper, client, accountant)

Monitor & maintain

P&L Budget v actual

Variance analysis

Balance sheet

Proofing the balance sheet

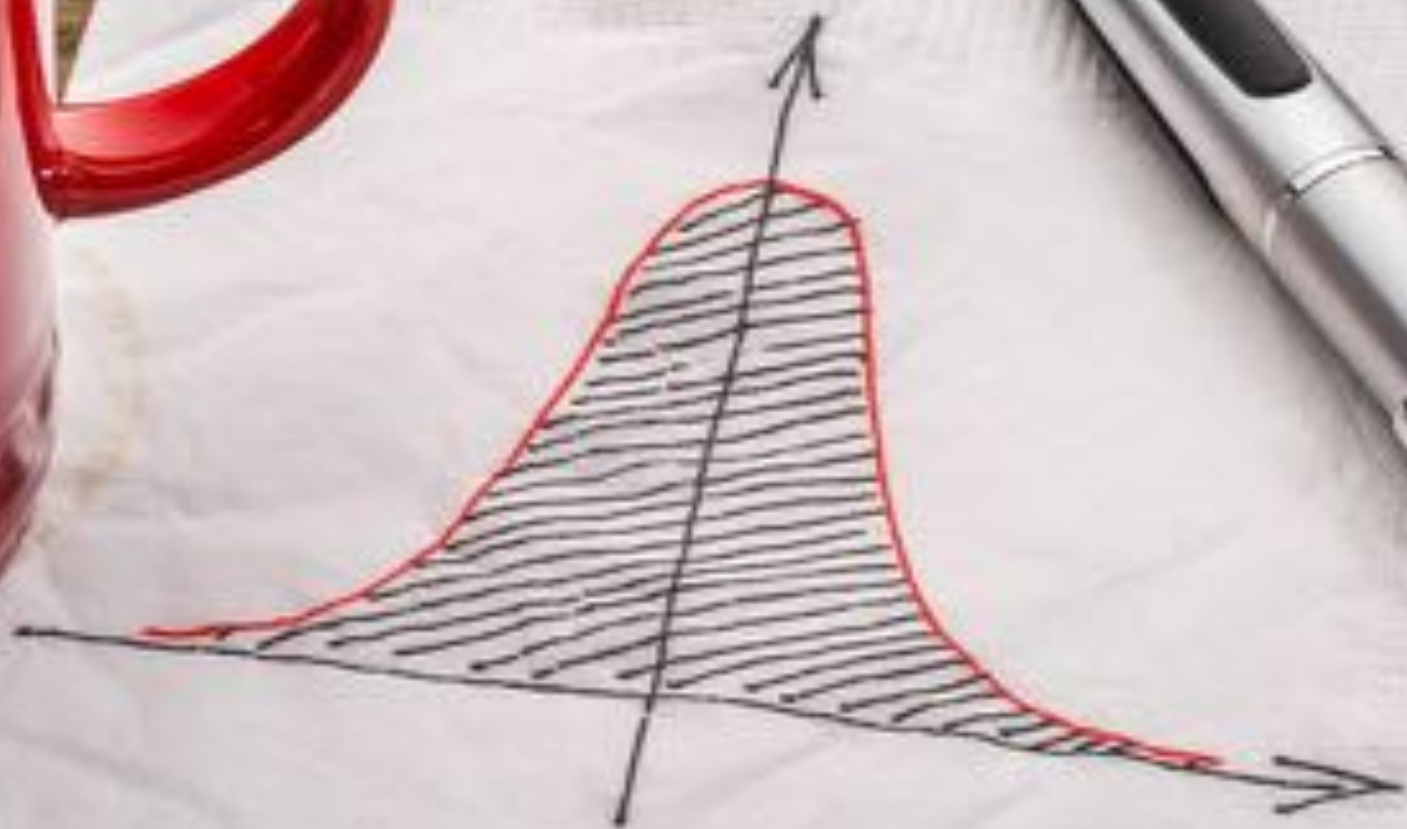
Balance sheet movement (\$ and %)

Balance sheet by month (report & graph)

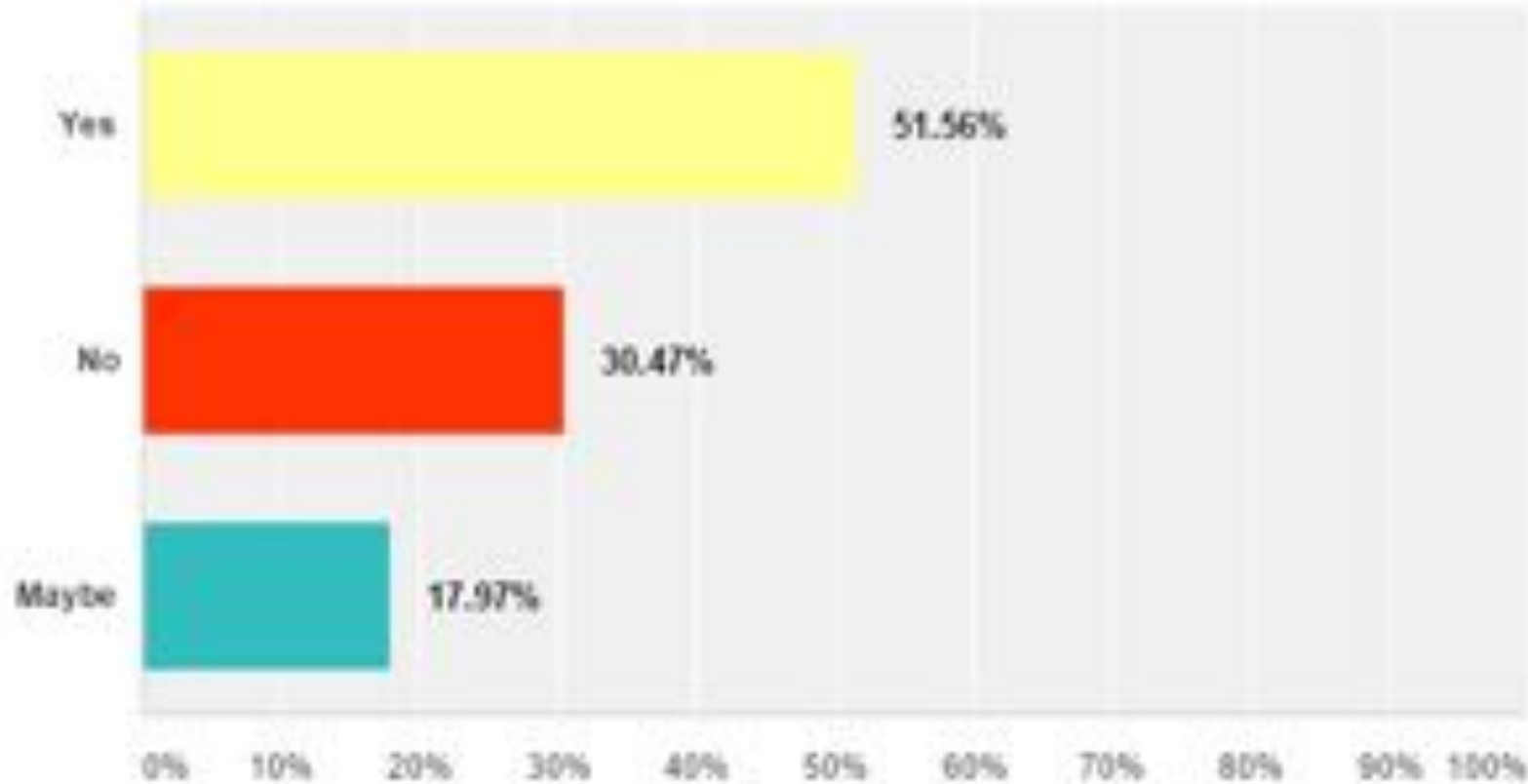
AR | AP | Inventory trends

Average debtors days

Leading indicators

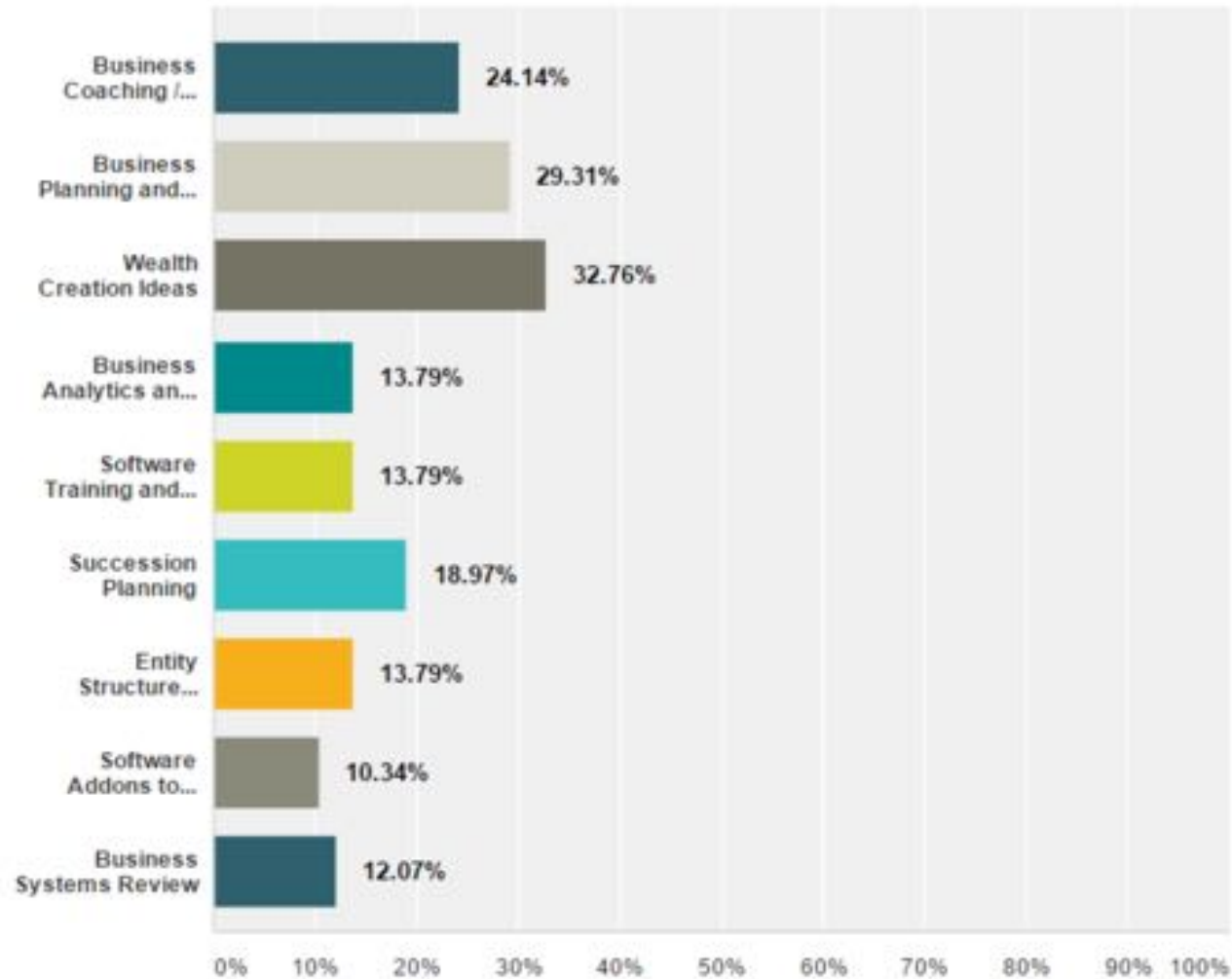


If you didn't have to lodge a Tax Return
would You still see a need for using an
Accountant?

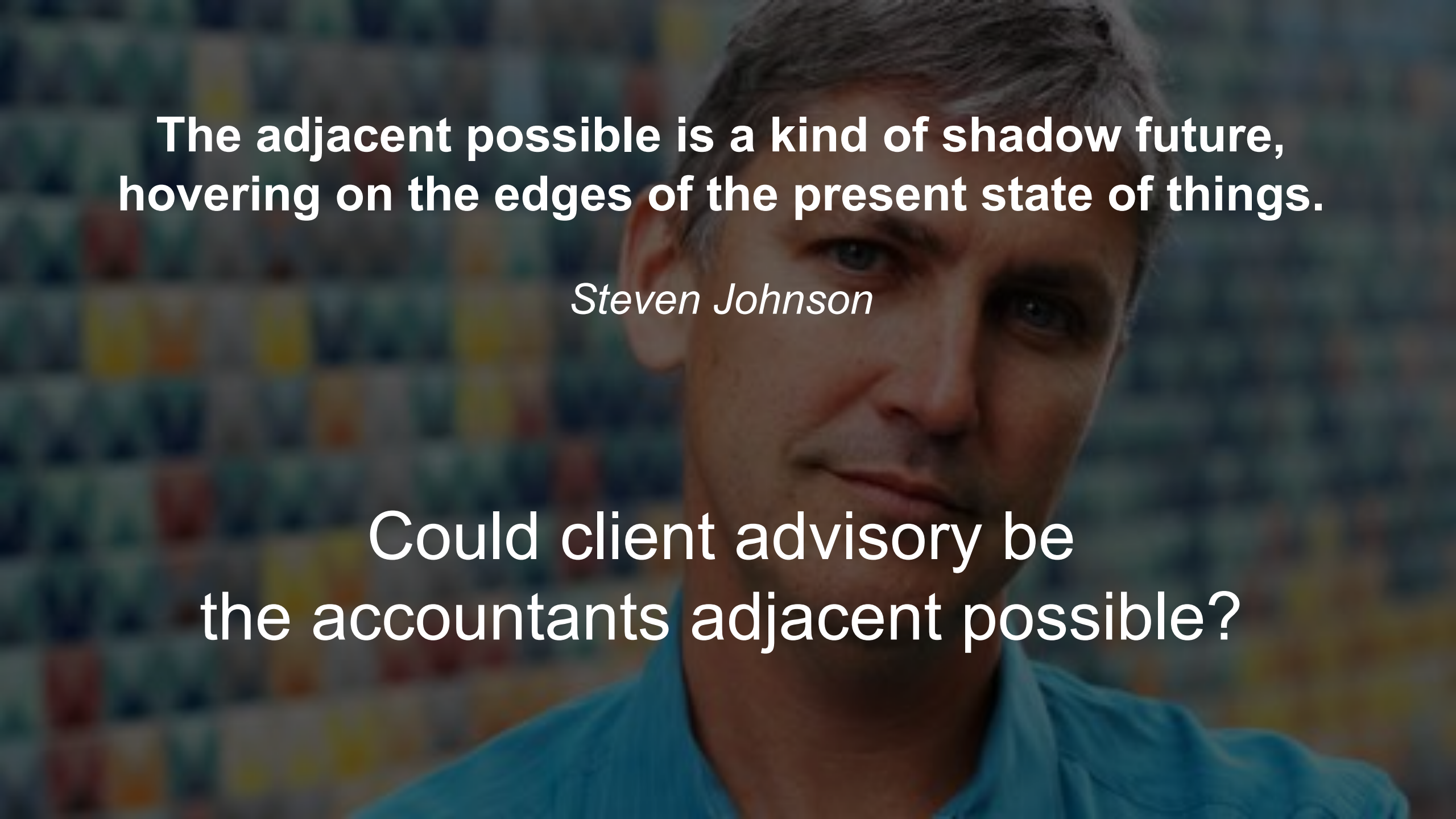


Source: QA Business
What Clients Want Survey

What Additional Services would you LIKE Your Accountant to Offer Your Business?



Source: QA Business
What Clients Want Survey



**The adjacent possible is a kind of shadow future,
hovering on the edges of the present state of things.**

Steven Johnson

**Could client advisory be
the accountants adjacent possible?**



Advisory in Practice



Noun. 1. advisory service

- a consulting service in which an Accounting Professional develops findings and conclusions and recommendations that are presented to the client for consideration and decision making.

<https://www.thefreedictionary.com/advisory+service>







Managing Expectations

Bookkeeping & advisory

Data concierge

Collate, balance and proof

Advisory - Proceed with caution

Partnering up with accountant

Initiate conversation

Quality / Real time data is essential

Beware of the influential client

Business systems review

Client site visit

Workflow

Processes

Pain points

Bottlenecks


Technology opportunity identifier

Efficiency v effectiveness



Solutions

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Discovering Insights by Creating Deep Client Empathy



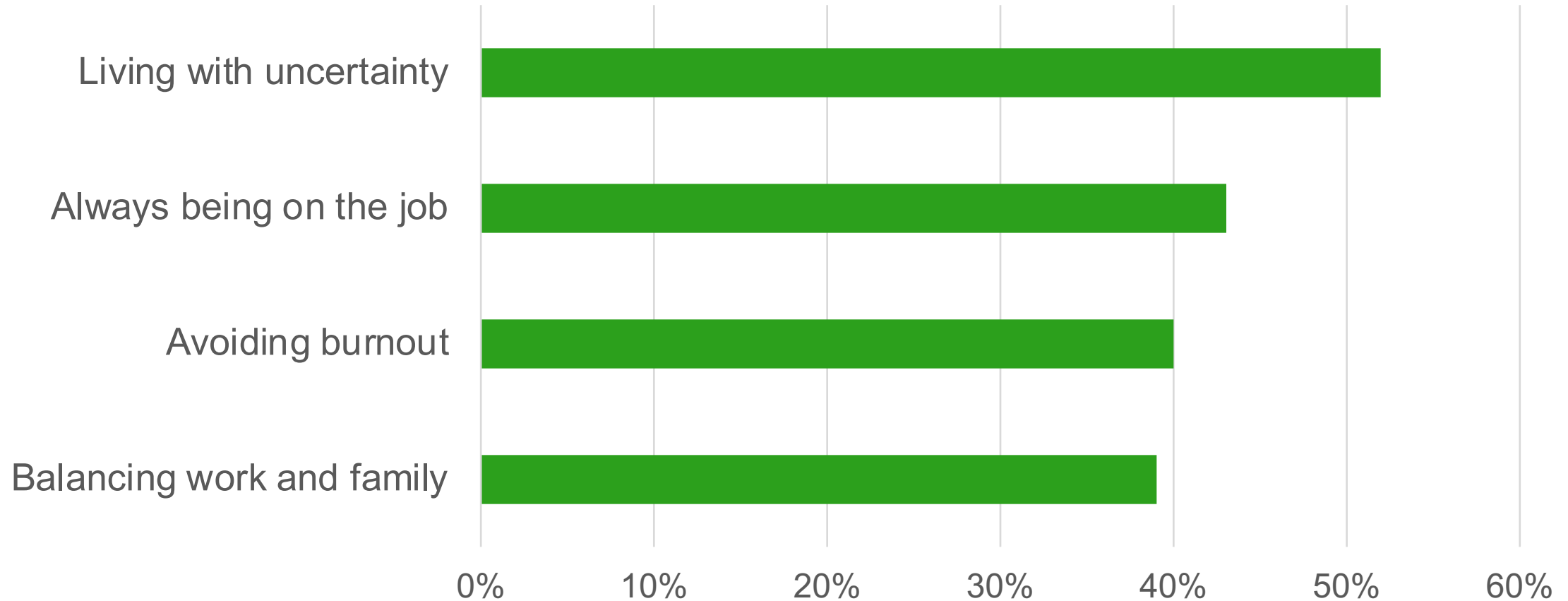
Don't look for people who have all the answers.

Search for people who strive to understand the question.

Billy Connolly



4 Biggest challenges of being a small business owner



https://blog.bankofthewest.com/wp-content/uploads/2016/07/Bank-of-the-West-2016-Small-Business-Survey-and-Index-Full-Report_PDF.co_....pdf

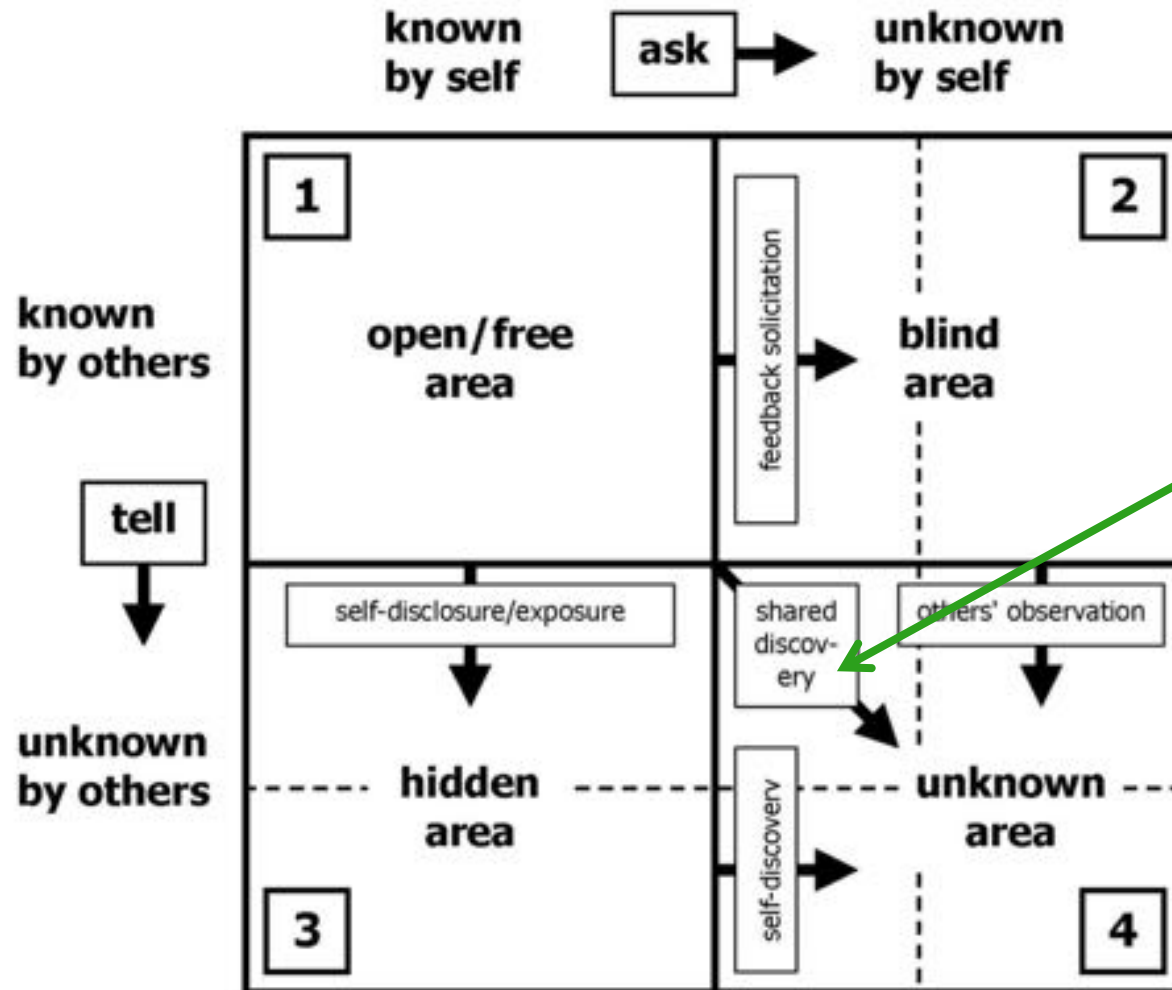


**People don't care how much you know
until they know how much you care**

Theodore Roosevelt



Creating empathy via shared discovery - The “Johari Window”



SHARED DISCOVERY: What if we could discover things together that neither of us knew.

Building out your toolkit







NEW MINDSET
NEW RESULTS

ENCOURAGE



& EMPOWER

Solutions

Beyond the general ledger

- The BIG-6

Levels of market

Vendor selection

- Shared values / congruency
- Partner program details

Niche?

Maintaining your independence (3:2:1 rule)



The BIG 6

Thinking Beyond Core Accounting Engine



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Collaboration




Learn | Do | Teach





OPPORTUNITY



5 Laws of Advisory that Work

(if you work them)

Value  Price

#1 – The Law of Value

Your true worth is determined by how much more you give in value than you receive in payment



#2 – The Law of Compensation

Your income is determined by how many people you serve and how well you serve them



#3 – The Law of Influence

Your influence is determined by how abundantly you place other peoples interests first



AUTHENTICITY

#4 – The Law of Authenticity

The most valuable gift you have to offer is yourself



**We make a living by what we get, but we
make a life by what we give.**

Winston Churchill



#5 – The Law of Receptivity

The key to effective giving is to stay open to receiving

Recommended reading

The E-Myth Revisited
(Michael E. Gerber)

How to Win Friends & Influence People
(Dale Carnegie)

The Go Giver
(Bob Burg & John David Mann)

Gung Ho
(Ken Blanchard & Sheldon Bowles)

The Difference Maker
(John C. Maxwell)

Winning the Battle for Relevance
(Michael McQueen)

The Future of the Professions
(Richard & Daniel Susskind)

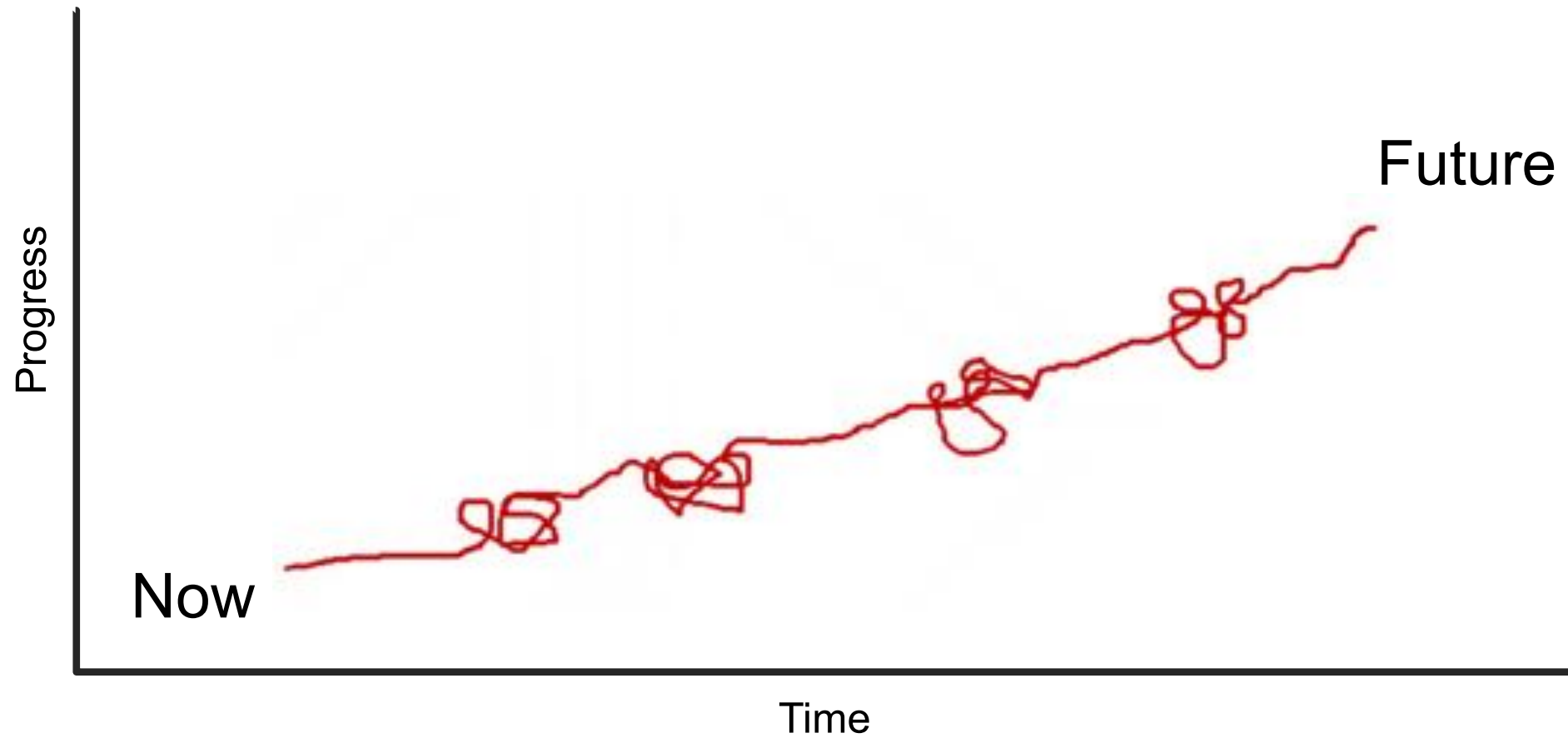
Moments of Truth
(Jan Carlzon)

“Create More Value Than We Capture”

- Brian Erwin | O'Reilly Media



Progress is usually non-linear



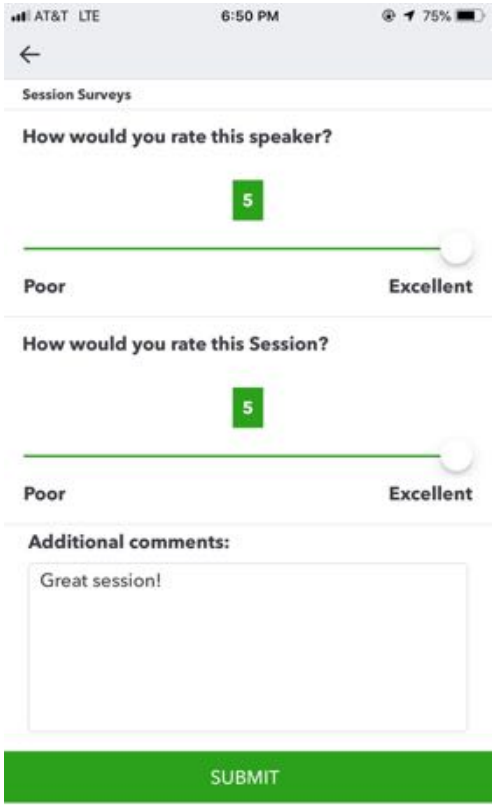
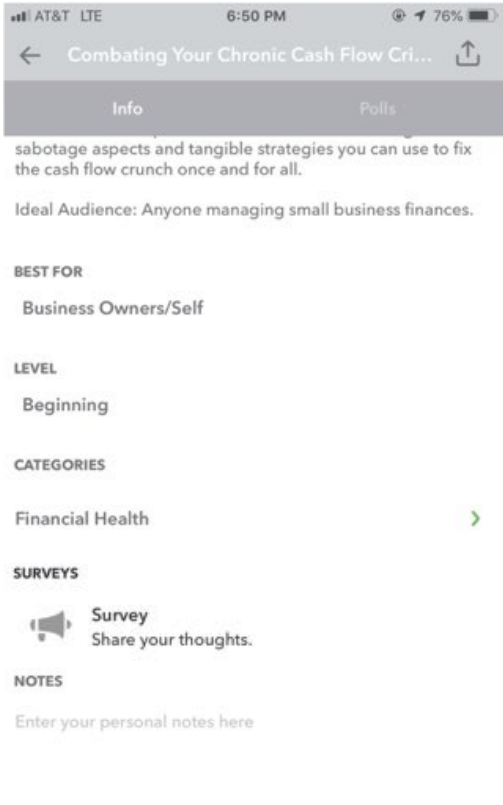
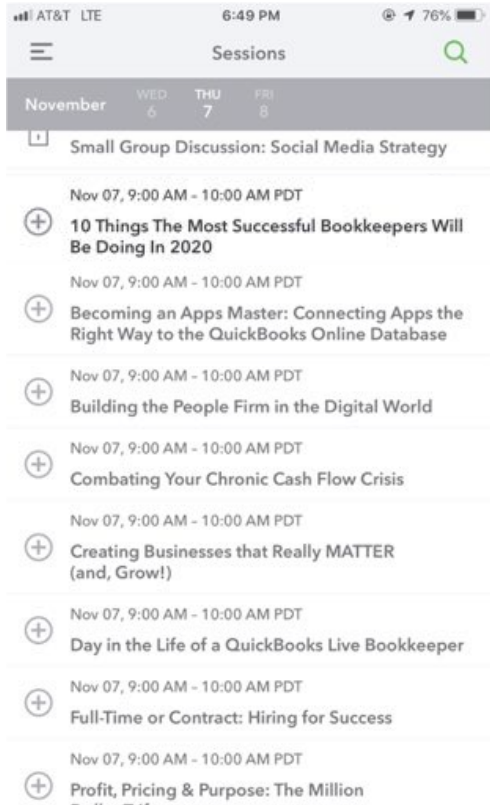
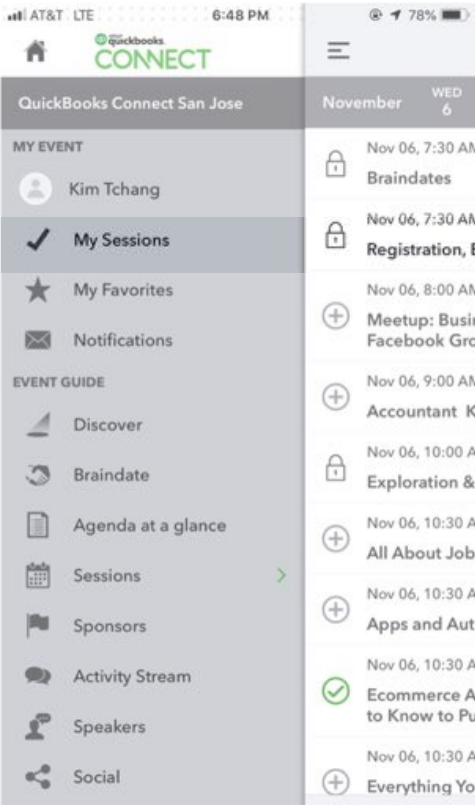


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<https://quickbooksconnect.com/agenda/>

The screenshot shows the QuickBooks Connect agenda page for November 7. The header includes the QuickBooks Connect logo, navigation links (Why Attend, Agenda, Speakers, Pricing, Sponsors, Travel, FAQ), and a 'Register now' button. Below the header, there are tabs for November 6 (Accountant Day), November 7 (selected), and November 8. A 'Print Agenda' link is also present. The main content area features a search bar labeled 'Search for sessions' and a row of filters: Business Growth, Life & Business Skills, Organizational Culture, Technology Training, Advisory, and Financial Health, with an 'Expand all +' link. The agenda list for November 7 includes: 7:30-7:00 am (empty), 7:30-10:30 am (Registration, Breakfast & Exploration), 8:00-8:30 am (Braindates, with a description and 'Learn more' link), 8:00-8:45 am (Yoga), and a section for Breakout Sessions starting at 8:00-8:45 am, which includes Small Business Meetup, Small Group Discussions on Social Media Strategy, Showing up, and Build Your Dream Bookkeeping firm. Each session has a '+' icon for more information.



OWN
THE
FUTURE