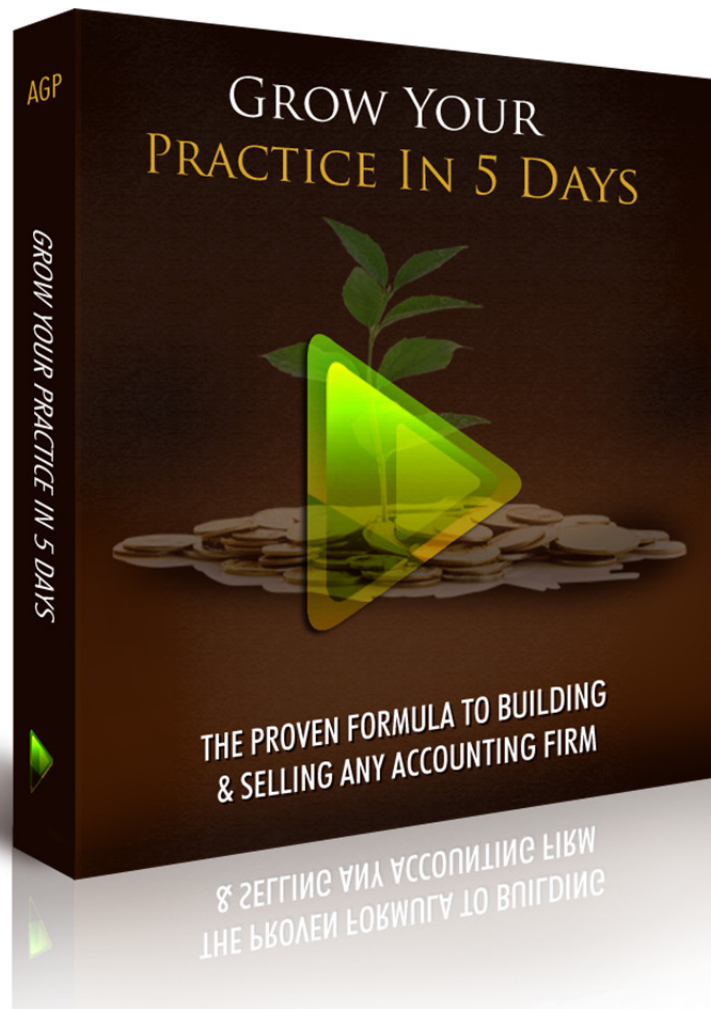


TRANSCRIPT

DAY 2



TUTORIAL #3: **STAND OUT & DIFFERENTIATE**



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Stand Out From Every Other Firm In Your Area

Hello and welcome to video 3 of ‘Grow Your Practice In 5 Days’.

Master this second golden key, by differentiating yourself from every other firm in your local area, and it will be far easier for you to acquire the right type of clients at the right fee.

A differentiator is the one thing or ideally several things that set you apart from the competition. Communicating this uniqueness is a powerful and persuasive part of each marketing strategy you use to attract your target market to your firm.

It’s what really makes you ‘stand out from the crowd’.

...but very few firms have a differentiator that really sets them apart from the competition, and that raises two significant problems, big problems and ones which you’ve probably never thought of before...

First, there is inertia. In other words, even if a business owner is unhappy with their existing accountant or CPA and there are many in this situation, often they don’t move to another accountant because they think all accountants are the same. Why jump out of the frying pan into the fire? Better the devil they know.

In fact I’m sure you’ve been in this situation many times before when a business owner has come to you looking to change accountants and given you all the reasons why they’re unhappy with their existing accountant, only to decide not to move after all. It’s very frustrating. But it makes complete sense when you think about it.

Second, and in many respects more problematic, is the fact that if you don’t differentiate, then your services become commoditised. If the business owner thinks every accountant or CPA is the same – the only way they can differentiate between you and your competitors is on fees.



And when you think about it, why would they pay more for the same service?

It's illogical.

You don't do it – so why would you expect them to do it?

So when you may be thinking that the market is becoming more and more price sensitive, in reality that's not the case in many circumstances – you and the competition are in fact conditioning business owners to choose based on fees because they have no other way of doing it.

I accept you may be sceptical, many of our members certainly were when they joined us, but when you do things in a different way, our way, you will be amazed at the size of fees you can charge, whilst still winning the client!

Any fool can charge a low fee and get business. But it takes a different approach to win the client at the right fee.

It all starts with the differentiator.

In reality creating your own differentiator isn't as easy as it sounds, that's why so few firms have one, but the good news is we've identified 10 different proven and powerful ones for you to consider...

1. New and Unique

Sometimes you can provide a service that is so new and unique that the service itself is the differentiator. Being the original or first mover in the market is a uniqueness that no one can duplicate.

2. Highest Quality

One well-known brand that immediately comes to mind when you think about quality is the leading international watch maker, Rolex. Rolex has a short unique positioning statement that communicates volumes...

It's simply... Rolex – “Quality Takes Time”



Rolex have educated the market as to what quality actually means in the context of a watch, and the same is required for clients when it comes to understanding what a 'quality' accountancy or CPA firm is.

3. Expert Status

This type of differentiator communicates the idea that "We are the top in our field. You can trust our knowledge and experience".

This works very well for accountants and CPAs because it can be firmly focused on the target market you've identified. The best way to create expert status is to create a monthly newsletter along with special reports focussed on your expertise and how this benefits the target market.

4. Amazing Client Service

Providing superior client service is a wonderful way to add value, as well as develop long-term client loyalty.

To surpass the competition you must go beyond simply satisfying customers, you have to AMAZE them.

One of the ways to do this is by using 'Moments Of Truth' which is covered later in this course in video 9, whereby you look at every point of contact with your clients and create a WOW experience each and every time.

5. The Largest Size/Selection

Providing the largest selection of items can be a powerfully effective differentiator. The classic example of this is Amazon.com. For years (prior to extending their product line) Amazon's differentiator was the 'Earth's Biggest Bookstore'.

Even though they were not the first and today they have intense competition, Amazon.com still leads the pack in online bookselling. This is because they clearly differentiated themselves early on by being the biggest.



6. Speed

The speed at which your service is delivered can be a very powerful differentiator.

For example, FedEx changed the shipping world when it began guaranteeing overnight delivery of packages. Their differentiator has stood the test of time...

FedEx – “When It Absolutely Has To Be There Overnight”

One of the most common frustrations quoted by businesses about their accountant is that tasks take too long. The firm that addresses this and then markets it takes a step forward over the competition.

7. Strongest Guarantee

A powerful guarantee can immediately give you a compelling differentiator.

Craftsman Tools is a prime example of this. Like all carefully crafted differentiators, the Craftsman statement leaves you with no doubt as to what their main advantage is...

Craftsman Tools – “Hand tools so tough, they're guaranteed forever”

Guarantees are creeping into the profession. For example...

“Your accounts done within six weeks or they are FREE!”

As a professional, systemised firm, guarantees should be matter of fact. Think about the things that will reassure your target market and then guarantee you will deliver on them.

8. Problem/Solution

Understand that you are not selling a service, you're selling a major solution to your target market's most pressing problem or problems.



Think about your prospects' and clients' fears, obstacles and problems. How does your service solve them?

9. Magic Wand

If you could wave a magic wand and give your clients and target market one wish, what would they want most?

Some of the greatest businesses in the world were founded on such thinking. For example, Microsoft was built on this premise...

**“to make the computer accessible
and easy-to-use for everyone”**

In an inexpensive way, can you reposition your basic offer in order to meet the target market's major need?

10. THE Biggest, Most Important Benefit

This final method is relatively simple. You need to identify every single feature of your service, together with how you operate as a firm and how you interact with your clients. Having written them down you then need to convert each of these features into benefits.

Once you have your list of benefits you then need to put them in order, with the most potent one at the top. If this is powerful then the major benefit of the service will be the differentiator.

Before we finish and by way of example, I just want to give you an insight to the differentiator we provide our members when they join the Accountants Growth Programme.

There are in fact over half a dozen differentiators we provide members, but the biggest one is focussed on the magic wand solution I addressed earlier and is the focus of the Accountants Growth Programme.

As I said earlier, the perfect differentiator is about providing something that every business owner ...wants ...needs ...and yet isn't readily available at an affordable price.



So with that mind, what is THE single most important aspect of running any small or medium sized business?

As I'm sure you'd agree, it's having...

...*more* customers

...*more* sales,

...and getting existing customers to buy *more* frequently.

Provide the solution to these issues and virtually *every* business problem can be overcome in *any* business.

As accountants and CPAs it's the biggest challenge we all face when advising our clients...

How can we possibly help them when the root problem is that they need more sales?

Well, as a member of the Accountants Growth Programme, all of your business clients get FREE and unlimited access to Steve's life's work, the Business Growth System.

Developed and refined over the last 20 years, sold in over 46 different countries, and helping businesses in over 250 different industries, this step by step system has helped generate millions of pounds and dollars worth of extra profits throughout the world.

With 80 different online and offline strategies, it doesn't matter what approach your clients want to use to generate more business...

...it'll be in the system, ready for them to use and benefit from.

All tested. All proven. All zero or low cost.

What's more, it is continually being updated and expanded by Steve and his team so it is always up-to-date.



Put simply, the Business Growth System is a treasure-trove of every sales and marketing strategy any small or medium sized business will ever need to grow and develop.

...and that's why we house it in a vault, or more specifically the BGSvault.

This is an easy-to-use online portal holding all of the strategies.

Each strategy is packaged with its own video tutorial, step-by-step instructions for transforming the strategy into results, as well as dozens of copyright-free examples and templates.

And when you become a member of the Accountants Growth Programme you will be able to give your current and future clients FREE access to the lot.

This is a huge value-add to your practice, particularly when you consider that this system alone currently sells for hundreds of pounds and dollars a month.

...and you'll be giving it to them for FREE!

Now THAT's what you call a real differentiator, one that your competitors simply cannot match.

So let's recap...

Here are the key learning points from this third tutorial...

1. First... you must differentiate your firm from your competition. Otherwise fees become the only way a client can differentiate between you and other firms.
2. Second... creating your own differentiator is in practice quite challenging, but you can do it with our 10 different suggestions.
3. Third... your differentiator must be focussed on your target market.
4. And fourth... you can get THE most powerful combination of differentiators by joining our Accountants Growth Programme.



Now please turn to the ‘One Page Action Plan’ that accompanies this tutorial and start putting together your own differentiator.

LOOKING TO ACCELERATE THE GROWTH OF YOUR FIRM?

If you want an EASIER way to acquire more of the right type of clients at the RIGHT fee, where everything is either done-for you or ready-to-go, then the *Accountants Growth Programme* could be for you. To find out if you qualify, click on the link below to watch this short 5 minute video...

<http://www.academyforgrowth.co.uk/pages/agp-video/>

