

Introducing the

# Strategic Partner Opportunity

Empowering professional firms  
to add value to business clients

# Introducing a *Win-Win-Win* “Add Value” Service for Accounting Firms and Business Owners

## What Makes an Exceptional Accounting Firm

Accountants are the only *true trusted advisors* for business owners. That position doesn't change even if the owner engages another business service provider.

The accountant advisor position creates expectations and opportunities, which is why many firms have taken on the responsibility of developing consulting programs.

The high margins of the service work and variety of needs of business owners are an attractive opportunity for a firm to stand out and be exceptional.

For advisory services to be successful, for both clients and the firm, a structured, systematic approach is the ideal model. This can be achieved two ways; by putting in the 100+ hours of development time and refinement over years that is needed, plus a quality marketing and sales system. The cost of these can easily be one or multiple tens of thousands of dollars.

Another option is to consider an alliance partner with long term success and a track record of results who can initiate a comprehensive consulting program with minimal risk with a marketing system included.

This document provides an introduction to programs refined from 15 years of working with accounting firms.

## Introducing *Profit Transformations* Managing Director – Tim Stokes

Tim is the Managing Director of *Profit Transformations* and he has built seven businesses over his 36+ years in business.

Starting and building businesses in different industries has given Tim a first-hand understanding of the common challenges of business management and growth.

Tim had invested tens of thousands of dollars in practical education related to *lifestyle* success, prior to entering the business coaching industry as one of its pioneers.

Since 1997 Tim has coached, mentored, trained and consulted to thousands of businesses with his content-rich seminars, workshops, books, courses and programs.

Tim's leveraged approach led to the creation of measuring tools, analysis tools, management reports, system templates, and documented how-to details as well as identifying 142 effective business growth strategies. These are used by accounting alliance partners.

## Benefits of 3 Decades of Experience

If there was no risk and no cost to improving your accounting firm and clients' businesses, would you be open to finding out more?

An open mind is essential to success in business these days because so many changes are occurring. Accounting firms that were open to a professional relationship with Profit Transformations have benefited in ways unimagined.

*“There has been no negative feedback at any time from any client on the quality of Profit Transformation's content, prices and value for money. I can't imagine any client ever having a problem due to the quality know-how and integrity of service.”* **Richard Abel - AVDCPA**

## Big Opportunities for Accounting Firms

Every accounting firm has potentially dozens of opportunities for improvement. Here are three;

### 1. Increased Profit

Accounting firms who have attended our premier course with their clients have experienced significant net profit increases as have many of the firms' clients.

### 2. Adding Value

Introducing educational management and marketing information in the form of free training events *adds value* to the firm's relationships with its clients.

Experience shows that 30% of businesses are happy to pay for a program after free training. This confirms the unfulfilled wants and needs of business owners that aren't being catered to in the marketplace or by the firm.

### 3. Additional Consulting Income

Differentiation of an accounting firm is important and so is securing clients with added value services, to keep them from taking interest in competitors' offerings.

Providing a full consulting program that *Profit Transformations* can assist with, in content, training and marketing, helps secure clients to your firm.

A practical management training course, complementary to your firm with paying clients, can be a good step towards additional consulting income with our **Proactive Consulting System**. It replaces months of development time in the firm so additional income is quickly realised.

# Practical, Quality Integrous Solutions

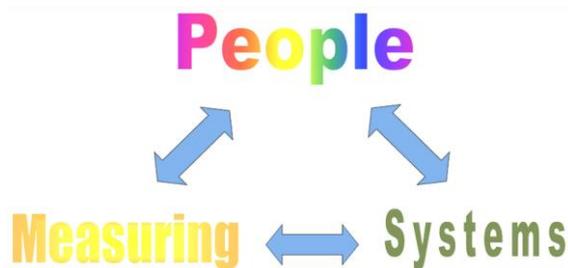
## For Financial and Lifestyle Improvements

### '3 Ingredients' of Business Management

Working with thousands of business owners, to solve business growth challenges has led to a systematic way of setting a business up, ready for management, so the business owner has their time freed up to do what they want in business and life.

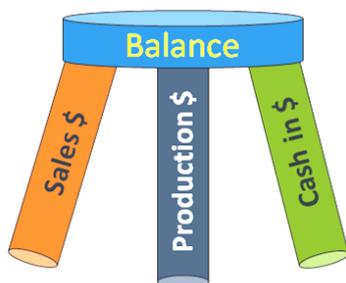
This goal was first achieved in 2002 in a kitchen renovation company. That '*business freedom*' outcome has now become a very refined, systemised education program with various tools, templates and videos.

The program introduces a management structure of "3 ingredients." It's where employees meet weekly to discuss business and role KPIs as well as systems.



This structure produces motivated employees who take more ownership of their role due to the accountability of KPIs with system use, and peer group pressure. This frees up the owner from working *in* the business.

### The Business Harmony Balance



A lot of business owners' stress comes from; too few sales, too many sales, and not enough cash in the bank. By measuring all 3 areas every week and reviewing accumulative figures it shows if a business is in a harmonious 'balance' or not.

Most stress is due to ignorance of trends, discovered too late. That can be solved by measuring all 3 areas every week.

### Owners' Needs for Additional Services

Business owners require a range of services, which increase with speed of growth;

- Business and management education
- Recruitment attitude and aptitude insights
- Marketing education, offline and online
- Job management platforms
- Systemisation
- Franchising/licensing
- Business finance
- Government grants
- Succession planning

The more of these that an accounting firm can cater to directly, or by an *introduction* service, the more they secure their client by 'adding value.' *Profit Transformations* can cater to 5 of these areas with quality education that empowers business owners.

### Average Clients Become A-Grade Clients

Businesses often struggle with cash often due to a low net profit margin that is all too common in many established businesses. Increasing profit margins liberates surplus cash which can be allocated to additional consulting services provided by accountants.

When cash is short these services are usually ignored. Increasing profit margins, and with it cash reserves transforms average clients into A-grade clients, open to and needful of new and additional consulting services.

### Practical Management Training & Consulting

*Profit Transformations'* free management training event has an effect of encouraging business owners to have a more '*margin mindset*' orientation.

Following the free training, experience shows some 30% will wish to invest in our practical education course, because they recognise they need and want it. The management training and course can make a world of difference to an accounting practice long term.

*Profit Transformations* provides the effective marketing for the free management training event where no selling is required by partners into the course, which the firm can attend complementary with its own business clients.

Beyond the course the accounting firm can utilise the provided course tools with our provided Proactive Consulting System to generate additional income.

# Referees and **Results** Achieved with our **Partners**

## Working Together for Profitable **Progress**

*"I have been involved with Profit Transformations and their practical management course with my clients for a number of years. In that time I have attended the full 7 month training and achieved a 100% increase in my Net Profit, without a focus on sales and marketing.*

*I have watched a number of my clients who attended the course experience excellent profit improvements even though they were all in different industries.*

*With my firm and clients we have conducted a number of Free Training nights and they have been well attended.*

*I found Tim Stokes – to be of high integrity and with an excellent understanding of all facets of business and management from financials, to marketing as well as recruitment, measuring, business planning and systems.*

*I highly recommend Tim to accounting firms who want to enjoy a win-win high quality relationship for adding value to their SME clients and to build their practice."*

**Brett Hetherington – Hetherington & Associates**



*"There are hundreds of courses and advisers that will sell you a myriad of promises, Tim Stokes delivers on what he says he will do.*

*I did the Academy of Business Mastery course thinking it would help me to help my clients. Ultimately it's focussed me on excelling in my business. It has caused me to completely change my own business goals.*

*The material that Tim provides is relevant, timeless and will improve your bottom line, increase your cash-flow, create a team of employees that is completely on board, make you a better leader and ultimately a better person. Sounds unbelievable, that's what I thought as well, until I completed the course. Thank you Tim."*

**Colin Gair – Wheeler Accountants**



*"I first came across Profit Transformations through our local NIA accounting group chapter in Western Sydney where Tim Stokes was the guest speaker on business management.*

*Tim's common sense, practical approach to business and management strongly interested me. It was refreshingly different to other management information.*

*Our firm held a free training event to introduce Tim to our clients with a positive response. I attended his course with our clients and saw my firm's net profit for the first 6 months of the year become equal to the full year of the previous year's turnover. The net profit margin increased from 13% to 24%.*

*I would recommend this program to any accounting firm and its SME clients as a mechanism to add value."*

**Robert Carroll – RA Carroll & Associates**

**More referees' feedback including comments on video are on the website or LinkedIn**



Ken Robertson  
Nexia



Brett Hetherington  
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Adam Hannant  
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