

BUILDING VALUE

By

Gale Crosley, CPA

Crosley+Company

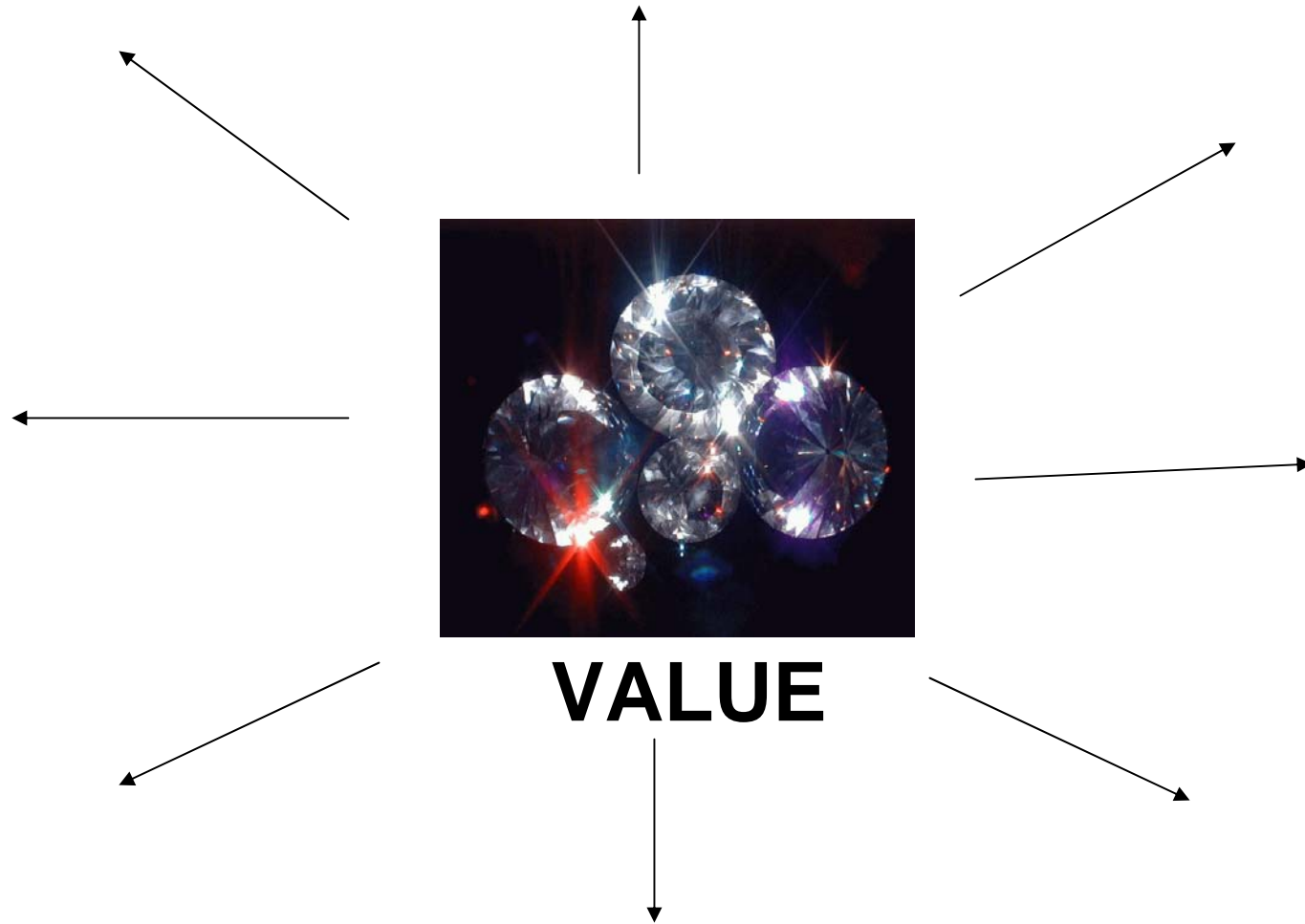
"The Business Discipline of Practice Growth"





**MARKETING
PALOOZA**
AAM SUMMIT 2009

WHAT IS VALUE RELATED TO?



5 VALUE-BUILDING MISTAKES



THE RITZ-CARLTON®
SANYA

Underestimating *The Client Experience*



VALUE AND THE CLIENT EXPERIENCE



TV Tales from Roadway Express

THE CLIENT EXPERIENCE - #1



THE CLIENT EXPERIENCE - #2



THE CLIENT EXPERIENCE - #3

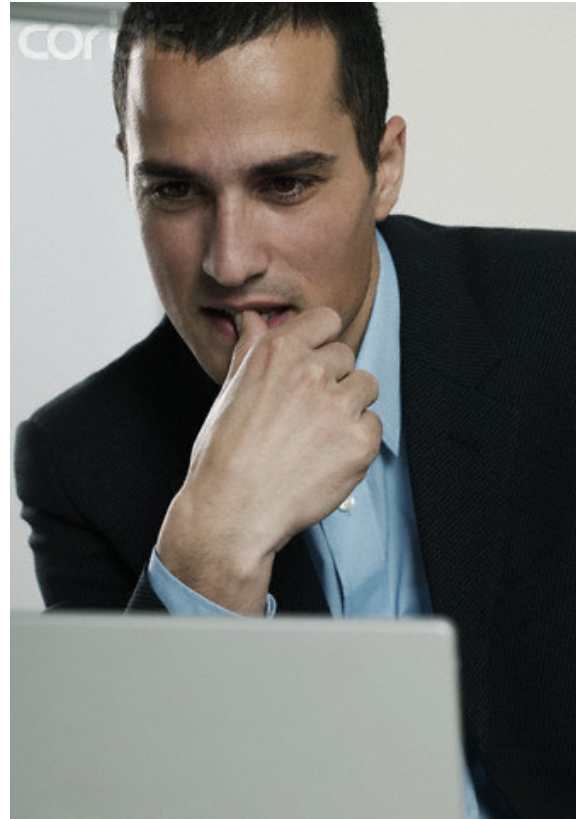


THE VALUE LADDER

Trusted Advisor

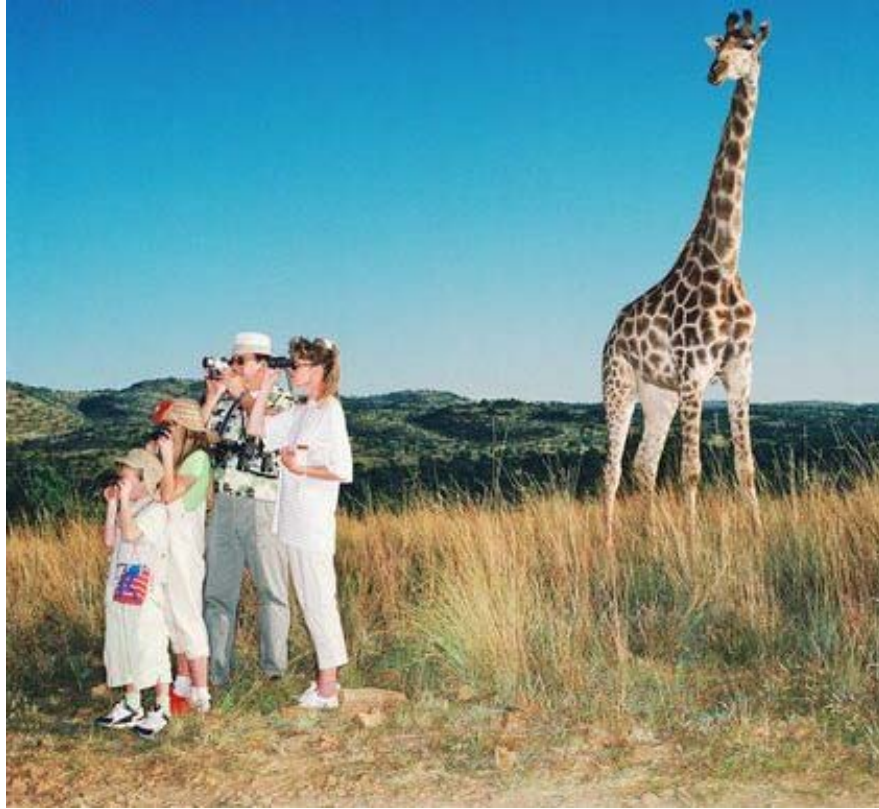


Commodity



**MARKETING
PALOOZA**
AAM SUMMIT 2009

5 VALUE-BUILDING MISTAKES



Missing *The Big Picture*

ROSS MCMANUS SURVEY OF 1220 EXECUTIVES

“As the study progressed, characteristics emerged as the most important drivers to **client satisfaction.”**

“We uncovered hostility over some real issues. Some of which may be surprising. Hundreds of executives **are increasingly annoyed about how little their accountants really understand their business.”**



Strategic Thinking



5 VALUE-BUILDING MISTAKES



Not Thinking *Outside the Box*



“The old paradigm of leaving brochures and promotional materials for clients needs to be replaced with an attitude of competing on value.”

This is why brochures don't do it – because **they can't completely articulate the application of the unique value proposition to the specific value to the client based upon their unique needs**

Source: Leo Pusateri



CREATING VALUE

“People are motivated by needs, wants and values, by hopes of **gain** and the relief of **pain**.”

Integrity Selling for the 21st Century



CREATING VALUE

“**Pain** doesn’t come from the rational side of the business problem; it comes if there is **political recognition** for success or **embarrassment** for inaction.”

Hope is Not a Strategy

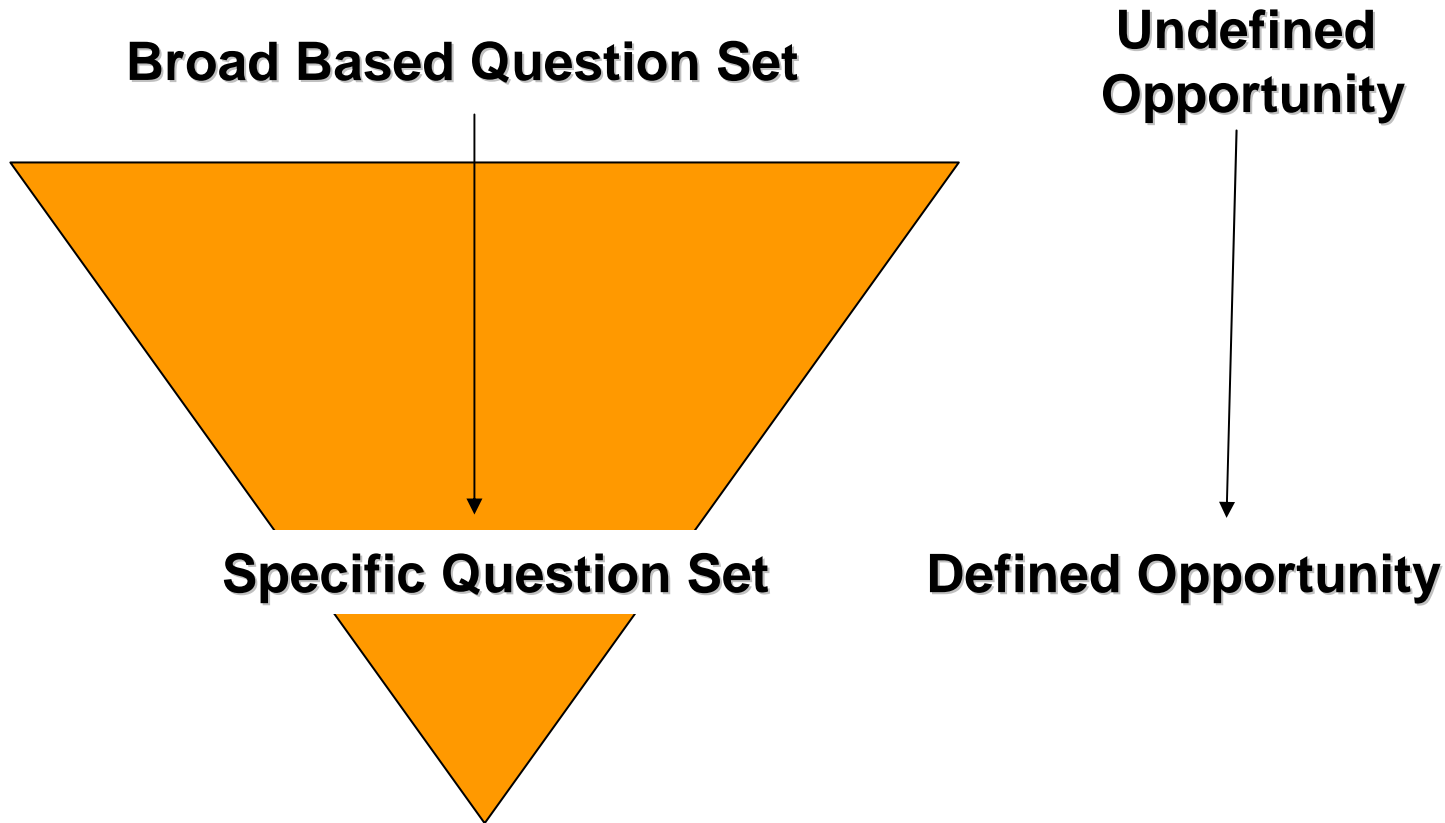


**“ Find a problem that technology
can solve.”**

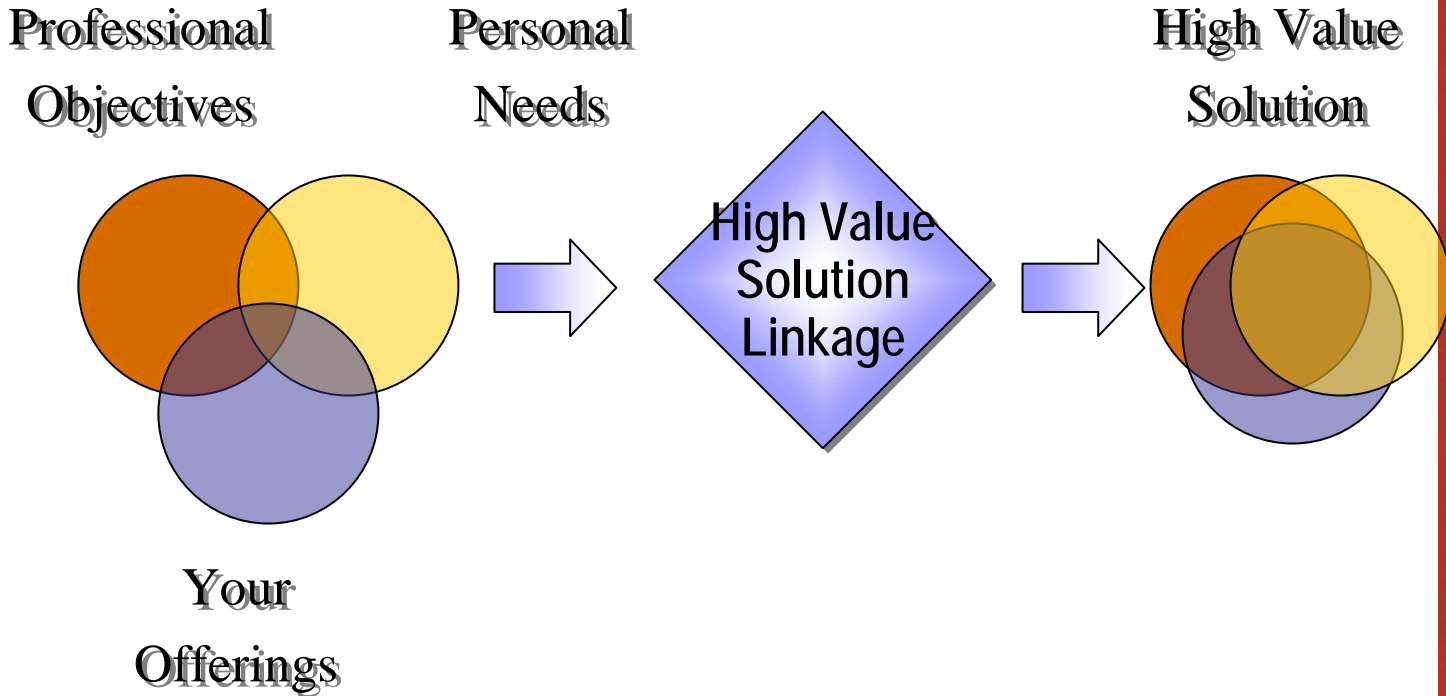
Ross Perot



GOOD QUESTIONING UNCOVERS VALUE



CREATING INDIVIDUAL VALUE PROPOSITIONS



5 VALUE-BUILDING MISTAKES



SHOP WITH CONFIDENCE!
We have the lowest prices—**GUARANTEED!**

Blaming it on Price





VALUE AND PRICE



**MARKETING
PALOOZA**
AAM SUMMIT 2009

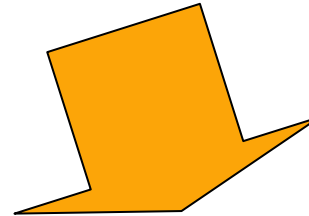
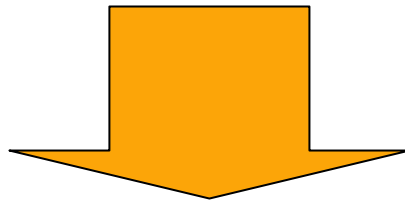
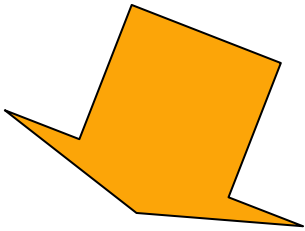
5 VALUE-BUILDING MISTAKES



Chest Thumping

DESCRIBING DIFFERENCES

Our Realm of Expertise



**MARKETING
PALOOZA**
AAM SUMMIT 2009

Healthcare Services

Keep a finger on the pulse of your practice



When you started your healthcare practice, you had one simple goal – to establish good clientele so you'd be able to do as you wish both personally and professionally. You've put your education, your heart and thousands of hours of your time into realizing your life's dreams. As you look at your practice today, are you making the progress you want?

Are you
adjusting

Efficiently
Developing
strong
reputable
practice

Year-over-year
increases
to meet
an ever
growing

Client
base
Innovating
to



**MARKETING
PALOOZA**
AAM SUMMIT 2009

CROSLY COMPANY

The business discipline of practice growth

SUMMARY

