



How to make more.....

My favourite 'magic' words or phrase when talking to clients is...

This sheet contains a summary of all of the ideas on this topic contributed by those who have heard me present this talk recently. Thanks to those who contributed.

- “We” – as in client and accountant
- A partnership is a sinking ship [pardon?]
- Annual accounts are historic; regular management accounts allow action/planning;
- Any problems – don’t be afraid to ring
- As a consequence I have been able to structure things so that...
- Ask me anything you like
- Can I help?
- Cash is King
- Commercial dog – tax tail!
- Discounted fees for introduction of new clients
- Don’t apologise – that’s what I’m here for
- Don’t let the tax rule your life.
- Don’t worry about it. We can sort that out
- Don’t worry we’ll deal with it
- Don’t worry, I’ll put it into English for you
- Especially with take over clients (fees purchased) “It’s your choice if you want to stay with the new firm (empowering them)
- Give me a call at any time, with any problem;
- Give me nagging rights and we’ll make things happen
- Happy to help you.....
- How can I help you?
- How can I help your business to run more smoothly;
- How we or I can help you with... pension advice or retirement planning;
- How’s business been recently?
- How’s business progressing?
- I can help you so that you can get on with your business;
- I don’t want to use the phrase – “I wish you’d told me earlier”
- I only insist on 2 things. One is that you pay me. The other is that you refer me;
- I want to help you succeed and to get wherever you want to go
- I want to work with you to help your business
- I want us both to sleep soundly at night;
- I want you to call me whenever you need to
- I was thinking of you particularly following the recent change inand recommend we meet up
- I will not start the clock ticking as we have agreed a fixed fee.
- I will sort that out for you;



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- I wouldn't do your job either
- I'll simplify all the complex jargon so that you can understand it
- I'm here to help and take away some of that stress;
- I'm here to work with you, not as somebody to talk to once a year;
- If not sure – I'll have to check that but I will get back to you – and I mean it
- If we can't do it I can put you in touch with someone who can
- If you have a problem, I want to know so that I can help
- If you have any queries give me a call
- If you have any queries on this or any other matter, please do not hesitate to contact me
- If you need to chat about any issue that impacts your financial or business position please call me. Advice in advance may mean a potential tax saving. I don't want you to pay any more tax than is absolutely necessary
- If you pay peanuts you get monkeys
- If you tell us your plans early enough, there may be tax planning implications which mean we can save you tax
- If you're thinking of doing something please have a word as I would hate to tell you what we could have saved you if we had spoken before the transaction;
- In our client survey (December 2006) **100%** of our clients said they will refer us to others if they get the chance;
- Is there any service we could provide that would benefit you?
- Is there anything else I can help with?
- Is there anything else I can help you with today?
- It's a question of balance
- It's no bother
- It's what I'm here for
- It's your money so let's try to keep most of it for you
- Keep it simple;
- Let me make you a 40% taxpayer without the 40% tax to pay;
- Let me sort it out;
- Let me worry about that
- Let us look at the other items you can claim relief for;
- Let us worry about that
- Let's maximise your overall wealth;
- Make a decision not to make a decision;
- Not saying "I told you so"
- Of course I can
- Of course we can help you with that
- Offering value for money
- Please ask for advice before you do something. I could be able to save you tax;
- Please contact me at any time if you have any queries or require advice
- Please don't hesitate
- Please ensure that you bring all of the information in one go;
- Quality service for a fair fee;
- Range of expertise and services;
- Speak to you again soon!



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- Tax savings;
- That is no problem – I can help you out;
- The Revenue effectively paying our fees for you
- To minimise your tax charge;
- Trust me, I'm an accountant!
- Turnover is vanity, profit is sanity
- We aim to maximise the rewards of your success;
- We are here to help;
- We can do that for you. You don't have to worry about it
- We do the worrying for you;
- We don't charge extra for routine telephone calls and email contact
- We don't just offer a single service – we offer an all round business advisory service to help you business to save money;
- We keep your worries away;
- We want to let you get on with running your business
- We will help you to retain your wealth;
- We'll stand the cost of the initial meeting – (rather than 'it's free');
- We'll take care of that for you;
- We'll take care of you. We work for you.
- We're always at the end of the phone – always ask
- We're here to help you. Let us worry about tax and accounts. You concentrate on running your business
- Wealth retention
- What are you most worried about?
- What are your plans for the business for the next 12 months?
- What can I do for you?
- What can I do to help you today?
- What problem (issue) is keeping you awake at the moment?
- Why let the taxman have it?
- Would you like to pay less tax?
- Yes, but what are you trying to achieve?
- You concentrate on earning money
- You do the business, we do the brown envelopes;
- You do your business, discuss it with me and I will reduce your tax;
- You focus on running the business;
- You need to.... Do you want me to do that for you?
- You run your business and I'll deal with the paperwork

And one person who said they didn't have a favourite: "If I did, I'd change it so I didn't repeat myself"

Please note that by sharing contributors' views I am neither endorsing nor condoning any of them. But I'm sure you'll get some value from knowing what others do and by comparing your own approach.

*Last updated: May 2008
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