

## Total Networking and Consulting's VALUE COMMITMENT to the Accounting Community

**Good CPAs help solve the problems that wake them up at 2 in the morning. Great CPAs proactively help partners identify and solve the problems that should wake them up at 2 am, but they don't know about yet.**

At Total Networking and Consulting we combine proactive consulting with our performance oversight model to enhance CPAs relevance and relationships with their clients.

Specifically, we work with you to foster your reputation for the delivery of quality services, thereby significantly improving firm profitability, viability, value and growth.

Through our comprehensive, proven Relationship Marketing System, we make CPAs the focal point of their clients. Our unique approach to the integration of relationship marketing within CPA firms takes into account industry specific regulatory environment and business practices.

If you want to increase your market share and be viewed as more than a tax commodity, you must be able to answer "yes" to the following questions. If you can not, you need the Total Networking and Consulting Relationship Marketing System.

- ★ Do you perceive yourself as proactive in bringing added value to your client relationships?
- ★ Do your clients view your firm as a value-added provider of both tax and other financial services relevant to their lives?

Bruce Libman  
Founder, Total Networking and Consulting

## **THE TOTAL NETWORKING AND CONSULTING PROGRAM FOR CPA'S**

### **Program Elements**

- ✓ Competence
- ✓ Process
- ✓ Systems
- ✓ Procedures

### **Program Results**

- ✓ Maximize relevance of services
- ✓ Strengthen trusted relationship with clients
- ✓ Create a culture to proactively meet client needs
- ✓ Train and coach firm staff to perceive themselves as proactive service providers
- ✓ Learn how to set and achieve your goals and objectives
- ✓ Strengthen partner accountability for enhanced value to your business
- ✓ Foster relationships to increase competitiveness
- ✓ Enhance and maximize your outside professional network
- ✓ Increase profit, value and growth

### **Select Total Networking and Consulting System Elements**

- ✓ Dynamic team approach customized for each member, including coordinating/integrating CPA firm employees to create an outside professional network
- ✓ Team integration and coordination through creating Strategic Partners
- ✓ Consulting
- ✓ All areas necessary to achieve CPA's goals and objectives, including indentifying expertise from within your professional network (e.g., attorneys, CFP's, Mortgage Professionals, CPA Firms, Banks, investment Professionals)

### **Total Networking and Consulting System Process**

- ✓ Involvement of managing partner
- ✓ Total Networking and Consulting role, participants and firm interaction