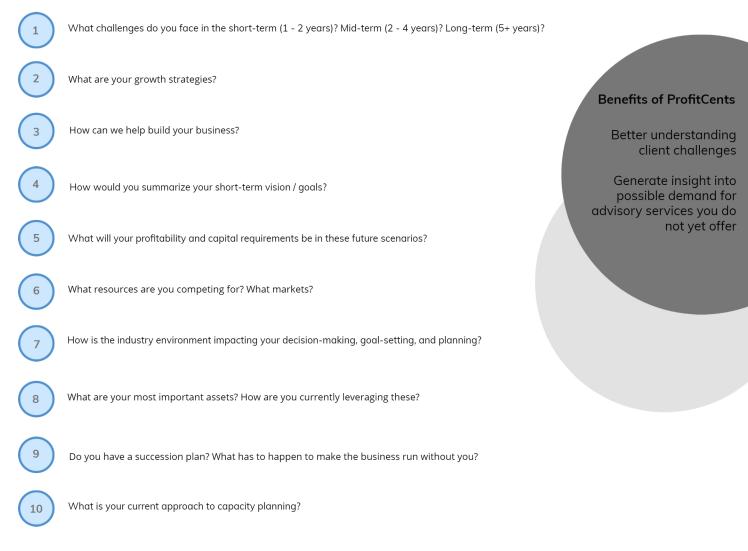


From Compliance to Consulting: 10 Questions to Help Accountants Offer Value-Added Services

Compliance services like tax preparation, payroll and bookkeeping are more susceptible to price competition, because clients are purchasing something they have to, rather than something they want to. Fortunately, accountants are in a unique position to limit price competition, boost revenue and deepen client relationships by offering value-added advisory services. Your clients already trust you with some of their most critical issues, such as making sure they avoid overpaying taxes (and jail!) and keeping lenders apprised of their financial condition. Why wouldn't they have confidence in your ability to help them with other critical issues in their business?

Ask clients these 10 questions to help you transition from a compliance-focused generalist to a valued consultant. These conversation-starters help clients connect the dots between their everyday efforts and long-term goals. Don't worry about offering immediate solutions to all issues raised in clients' answers. Instead, view the responses as business leads -- doors to offering future services.



About ProfitCents:

ProfitCents is a financial information company that provides accounting, risk management, financial analysis and business valuation technology solutions to financial services firms and financial institutions. Our mission is to make complicated financial information easier to understand and analyze. Thousands of accounting firms, banks, credit unions, valuation firms and private companies use our applications and information to analyze private-company performance, determine the value of businesses, understand industry trends and assess the credit risk of borrowers. ProfitCents provides the largest real-time database of private-company financial statement information in the United States.

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