



# Public Accountancy Board and ICAJ

Client Management and Building relationships

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*Presenter*



# Welcome!

**ICAJ**

# Client Management & building relationships

1

Technical Competence and sound  
managerial skills

2

Good interpersonal skills with strong  
emotional intelligence.

# Historical context of conservatism among accountants



- Fundamental principles of accounting- Accruals concept, going concern , consistency and prudence
- Fair competition Act
- Modern day thinking including IFRS
- The time has changed, get with it or others “will eat your food”.
- Can still be independent but personable
- Some of us have to move out of our comfort zones and market our capabilities, being good and it’s a secret not cutting it

- It is a very competitive landscape for all professionals and clients have many options/choices
- Building strong client relationships grounded on excellent service and trust will help your practice grow and succeed.
- Fosters more loyal clients, more chances for business and referrals
- We are in this profession to earn our keep and make good money, make no apology for this, be persistent marketers

# Building strong relationships with clients is very beneficial



# Excellent communication: Key to great client management & relationships



- Ongoing structured formal and informal communication are critical elements
- Formal communication includes engagement letters, client service plans, agreed budgets, ISA 260, key meetings , proposals and correspondence
- Informal includes phone calls, lunch, breakfast dinners, social events, drop in visits etc.
- Establish good response protocols such as prompt response to phone calls and correspondence

# Know your clients and tailor work accordingly



- Spend time to get to know your clients, no two are identical
- Remember the adage “ all kinda people some a dance”, the good , the bad and the ugly, yet all need service and treatment as appropriate - patience and understanding
- Avoid boiler plate approach and recognize the uniqueness of each client and treat accordingly. Seek to add value beyond the call of duty
- Each should be made to feel very special and not less than any other

# Pay close attention to key clients



- Know the 80/20 rule and nurture your key clients
- Know key decision makers and court them. Establish a “coach” if possible
- Allocate time in proportion to the value they bring to your practice
- Don’t spend dis-proportionate time on challenging non fee paying clients
- Ensure your key clients in particular feel valued by your service and actions, be always on the look out for them - always seek to add value

- Obtain suitable practice management software if possible
- Ensure this can be populated with pertinent details such as important names, email addresses, phone numbers etc.
- Produce and track bills and other transactions
- Use to send newsletter, industry updates as appropriate, regulatory information etc.

# Leverage technology



- Have regular update meetings for assignments, clients don't like surprises especially bad news
- Solicit both formal and informal feedback.
- Have postmortem meetings after major assignments
- Do formal client feedback surveys preferably annually and act based on information shared. Don't be too defensive with criticisms, accept them for what they are worth.

**Continuous Monitoring of relations and feedback are very important**



- Continuously work on building your own personal positive brand using soft skills
- Be out there in the market , "do road". Consider service clubs, social clubs, professional organizations, church, old school, conferences , major events etc. where you can meet people and share your capabilities. Budget to meet new key people, say one every month.
- Establish key contacts in all spheres such as tax authorities, regulatory authorities, fellow professionals and just about any worthwhile organization. Use links to help clients

# On going networking and building of your brand



**CONTINUE DEVELOPING PERSONAL TRAITS**

**TO BE AN EXEMPLARY CLIENT RELATIONS**

**MANAGER AND A STRATEGIC SELLER**

**BE KNOWN AS A TRUSTED RELIABLE ADVISOR**

**THANK YOU AND GOOD LUCK!**