



About Corporate Ladders

Corporate Ladders offers a full range of business development services to equip your firm with the tools needed to maintain and grow your practice. From recommending problem-specific solutions and business development strategies to developing business plans and customized marketing initiatives, our dynamic senior talent, visionary foresight, expertise and experience gives your company the edge on your competition.

Why not contact us now and put the Corporate Ladders team to work for you?



Business Development for Accounting Firms

Corporate Ladders makes it simple



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According to the Bureau of Labor Statistics, job openings in accounting are expected to increase 16% by the year 2016. Much of this reflects the increasing complexity of corporate transactions, the introduction of Sarbanes-Oxley, and growth in government. There is also rising demand for accountants with consulting skills or industry experience, particularly those with "rain-making" skills.

Managing and growing an accounting firm is no easy task. Keeping up with ever changing legislation and rules changes, making sure all deadlines are met, meeting your clients' ongoing needs and providing outstanding service and representation can consume many of your available billable hours, not leaving much time for developing your business. How would your firm be impacted if your largest clients experienced business issues of their own and could no longer pay their bills? If they moved, closed, or changed

top management and took their business elsewhere? Today, business development within accounting firms has become essential for continued practice growth as competition for professionals with the proven ability to satisfy clients and bring in new business continues to escalate. Without ongoing business development, you leave your practice and your firm exposed to unnecessary risk, which can quickly undo all that you have worked so hard to build.

- *Has your firm grown at the rate required to assure its vitality and viability for today and the future?*
- *Are you satisfied with both individual and the firm's business development results?*
- *Have you assessed each colleague's ability to attract new clients?*
- *Do you have individual business development plans in place for every accountant in your firm?*

If you answered "**No**" to any of these questions Corporate Ladders can help you to create or maximize your business development initiatives while still maintaining the successful operation of your firm. Corporate Ladders has developed a **Four Step Business Development Solution** targeted to the unique needs of accounting firms to meet their growing business development requirements.

Our Proven Solution Includes:

Step One: Research & Situation Analysis

We thoroughly review and evaluate your existing business development processes, your firm's organizational structure, marketing support initiatives and strategic plan for growth in light of the increased competition facing accounting firms and a need for all accountants to engage in business development activities. We will discuss our findings with you, highlighting areas where your exposure is greatest and identifying areas for both improvement and opportunity.

Step Two: Program Development

Using the information acquired in Step One, we will develop a program that provides a business development foundation while providing accountants with the understanding, techniques, and personal systems to increase their skills and improve their comfort in "selling" to clients rather than just "servicing" them as in most accounting firms. All program components are anchored on building a foundation of trust with clients and establishing value-based client relationships. Program specifics are customized to meet the needs of your firm and will feature the elements necessary for introducing, building, and reinforcing the business development skills of your staff.

Step Three: Program Implementation

Our professional team will deliver our customized training workshop, **Business Development for Accounting Professionals**, which will include training modules and program components identified and tailored during our research and customization process. Whether it be a group or individual setting, on or off site, we customize our delivery methods and scheduling and take care of all the details. Our approach ensures that participants can focus on building their skills and challenges them to develop behaviors outside their previous "comfort zones" to maximize their business development efforts. To measure success of the program, we provide a "before and after" scorecard, which measures progress towards desired outcomes.

Step Four: Business Development Coaching

What really sets Corporate Ladders apart from other business development, consulting, and training firms is our recognition that the best business plans, strategies, programs and methods need to be successfully executed and followed through to ensure success. Our approach goes beyond just plans and recommendations - we stay with you and your team to provide executive level coaching and guide you through the process to help meet business development goals. Our approach helps the attending colleagues achieve success by providing ongoing coaching, guidance, assistance, and support. We work with you and your team in specific areas, to make sure your staff is confident and comfortable with what is needed to embrace business development activities in an accounting firm and why this is critical for both the individual's and the firm's success.



At Corporate Ladders, **the success of your firm is also our success.** We bring over 35 years experience working with firms of all sizes to grow their business to the next level.