

Play of the Month

OCTOBER 2010

RedZone
Practice Management

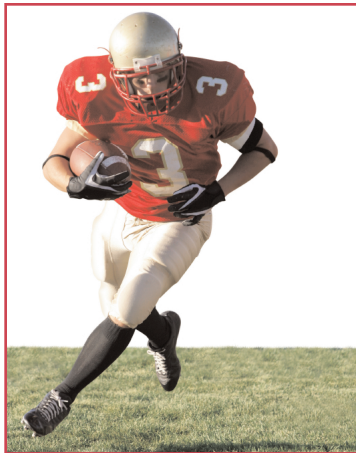
*Taking Successful CPA
Firms To The Next Level*

How Rainmakers Make it Rain

Traditionally, Rainmaking is a method to produce rain in draught areas around the world. Scientists use a technology called Cloud Seeding to induce rain from clouds. In order for rain to form in a cloud, tiny specks of dust must attract moisture that grow into raindrops. Cloud Seeding consists of adding additional specks of dust to clouds to form rain. The two critical criteria for successful Cloud Seeding are timing and targeting.

Similarly, CPA Rainmaker partners continuously plant relationship seeds in their marketplace to targeted clients and referral sources to make it “rain” new clients. The most common traits of Rainmakers are:

- Rainmakers believe that securing new business and upgrading their client base is the lifeblood of their practice and is a significant factor in succession planning. This is their true passion.
- Many of their clients and referral sources are friends. They have developed these relationships over many years, sometimes as far back as their college years.
- Rainmakers don't sell. They use the strength of their relationships and their ability to gain the confidence of prospects and referral sources to sell for them.
- Rainmakers understand that you must give in order to receive. They play this game very well with their best referral sources. They



*You play to win the
game—you don't play
to just play it.*

generously donate their time and money to charities and they are very active in community and business organizations, often by serving on boards or committees.

- Rainmakers use lunch, dinners, and weekend social events to spend time with clients, referral sources, and prospects. This is not work to them, it's fun.
- Rainmakers are persistent, but patient. They understand that practice development is a contact sport that must be played continuously over a long period of time.
- Rainmakers are passionate about their clients and growing the firm. This is not their job, but rather a labor of love. They never make excuses.
- Rainmakers delegate work to junior partners and managers and encourage their firms to hire the best talent available. They are not driven by their book of business, but rather by the pursuit of new clients and opportunities to grow their firms.

• Rainmakers are good accountants and excellent business advisors. Their clients view them as “trusted advisors” and friends.

Rainmakers are not born, they are made. They develop early in the careers and progress over time by planting relationship seeds. Rainmakers know how to play and win the game. Support your current and future Rainmakers and provide them opportunities to flourish over time and to make it rain, if not pour.



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