

BUSINESS ADVISOR

HELPING YOUR BUSINESS GROW



Helping SME's develop, grow and thrive so they in turn will create more employment with all the benefits that will bring to the UK economy

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Business Growth Advice Ltd

www.Business-Advisor.org.uk

YOU

- Have a robust business proposition
- Want to focus on your core strengths (stuff you enjoy)
- Want the support to make life easier
- Want warm introductions to qualified prospects
- Want long term client engagements.
- Want a passive income and an exit strategy

Potential challenges

- Introductions to businesses who need support
- Acquiring the right clients
- Delivering quick wins and long term results
- Long term engagement
- Achieving scale

Project Trojan Horse

- Just about every business still has an Accountant
- All businesses wants more from their Accountant
- Accountants focus on finance
- Accountants don't refer

Correct?

If only we had a Trojan Horse!





virtual
finance
director

Having the Conversation

Demand Creation

Clients Analysis



With Clients & Prospects



Staff and Client Education

ONLINE WORKSHOP



Staff Awareness & Demand Fulfilment

ONLINE WORKSHOP



Discussing New Services with Clients and Prospects

Email Marketing to Promote Online Workshops...

- Target = Existing Clients, Current and Future Prospects
- Call to Action: Attend a free workshop and refer others
- Increasing the number of **'Conversations'** re paid for services



ONLINE WORKSHOP

Load existing clients into VFD Pro – Run Reports and...

1. Do Nothing
2. Invite to Workshops
3. Schedule a **'Conversation'**



Partner / Manager **'Conversations'** lead to...

1. Added value and strengthened relationships
2. Fee income for Enhanced Management Reporting
3. Fee income for provision of Financial Management Support / CFO



Training Support – Knowledge Base, LMS, Suppliers

www.vfd.academy

www.vfd.academy/support (Knowledge Base, building all the time)

www.vfd.academy/training (Learning Management System)

www.vfd.academy/practice-support (Marketing and Training Support)

www.vfdpartners.com (Supplier Partners)

Discussing New Services with Clients and Prospects



VFD Pro - Financial Analysis and FU: *(Drives Partner / Manager discussions and email workshop invitation.*

Total number of clients on:	Total No.
Xero	???
Sage	???
QBO	???
Other	???
	?,???



Partners / Managers: Client Discussion	Active Months:	10
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We Don't Have Time – dealing with the key objection

Once established, delivering the services requires very little time:

- Management Reporting: Next to no time, it can be automated
- Part-Time CFO*: c. 1 to 2 hours per month, online review + ad hoc calls

Impact on Compliance ~ time consuming at year end:

- By addressing issues and ensuring all accounting is correct throughout the year...
- The year end compliance time requirements totally offset the time take above and...
- By spreading it throughout the year, this smooths the peaks and troughs

Key Stakeholders – their role, responsibility and commitment

Who needs to 'buy-into' the vision and the plan for it to be successful?

Who will Champion the Project (from the Executive Board Team)?

Who will be responsible for project management?

How many Managers & Partners will discuss the new services to clients?

Who will be involved in delivering enhanced services to clients?

Who will be involved in delivering online workshops?

Business Advisor – Creating Opportunities

Group Facilitation

- Business Mastermind Groups
- Peer Networks Programme

Workshop / Webinar Delivery

- “Sell More” webinar programme
- Business Planning / Funding e.g. Metro Bank

Supporting Referral Partners

- Accountants webinars – VFD Pro led / expert speaker
- Enterprise Nation

Direct Introductions

- VFD Pro exception reports
- ... and much more.

How we can help

- Help you build your Trojan Horse
- The Knowledge Base
- Collateral
- Sales Support
- Marketing Support
- Introducers Fees
- Update webinars
- Introduction to Accountants
- Joint Ventures
- Workshop opportunities
- The 90 Day Development Plan

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Your next twelve weeks

You clearly know your stuff

Could you facilitate delivery for the Accountants?

What needs to happen to get you up to speed?

- Twice weekly meetings to learn and master delivery x 12 weeks
- PowerPoint presentations with presenters' notes
- Videos of VFD reports being presented
- Guides/Playbooks
- LMS to test your knowledge
- A no quibble guarantee

Your next twelve weeks

OPTION 1: **£270** X 12 MONTHS

OPTION 2: **£990** X 3 MONTHS

OPTION 3: **£2,700** ONE OFF

ONLY **9** SPACES REMAINING

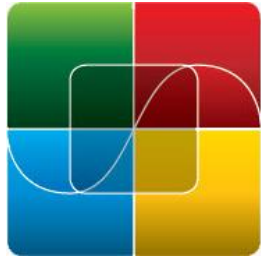


- Do nothing
- Do it yourself
- Join us

Your Next Action

- Not for me but please keep me updated
- I'm interested but need more information, join us on Friday*
- I would like to be involved

- * *Link will be included in the follow up email to this meeting*



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Q & A

Thank you for your time this afternoon

We look forward to working with you