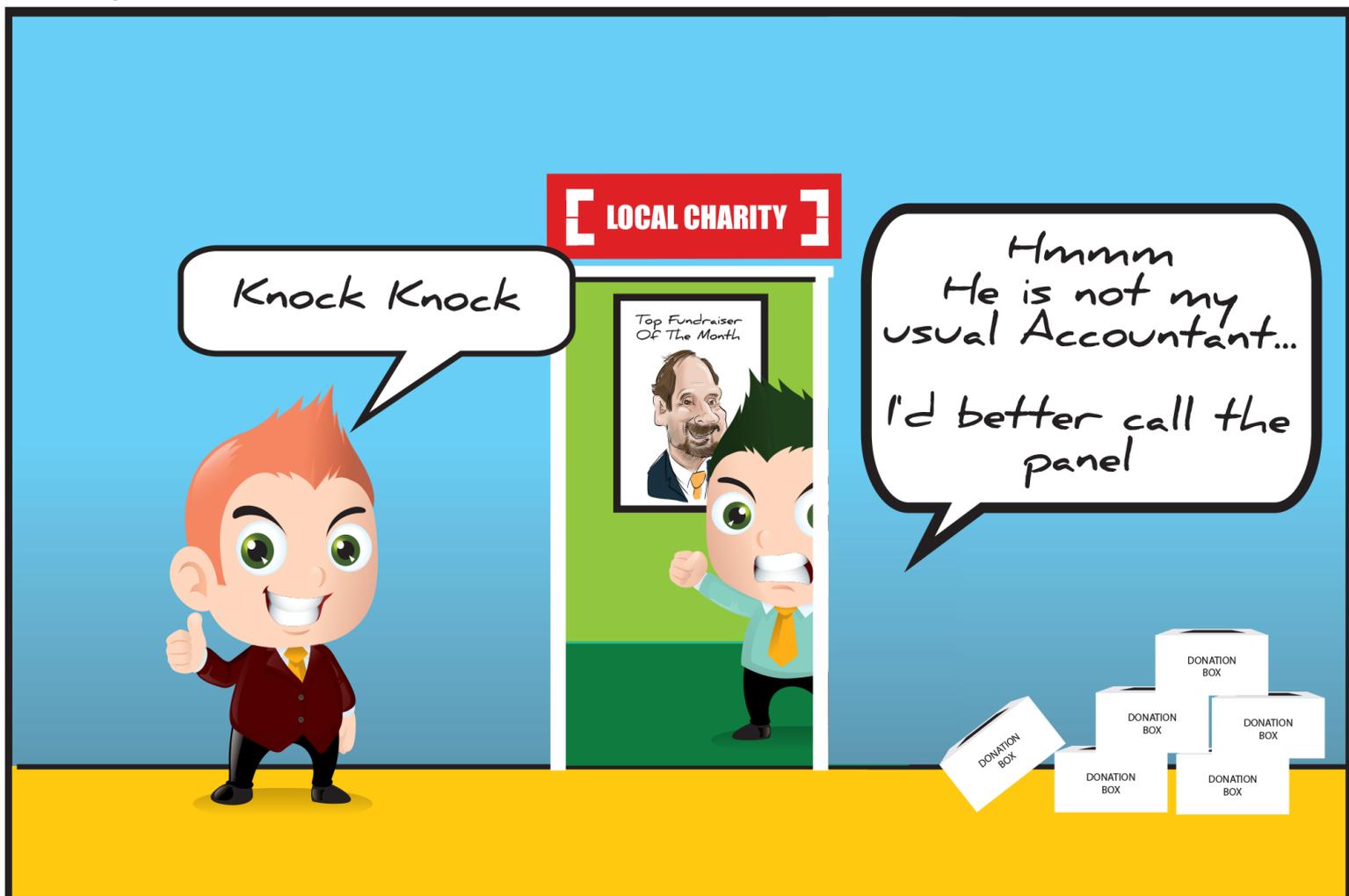


WHY CHARITIES DISLIKE ACCOUNTANTS...

AND 5 TRICKS TO WINNING THEM AS CLIENTS

Why Charities Dislike Accountants...



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Peter Rosenwald is one of the UK's leading experts in Lead Generation for Accountants. If you would like to learn more about how we can help you generate new business then do get in touch.



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FORWARD

Charities don't dislike accountants. There is, though, an argument to suggest they should.

The profession have, with exceptions, allowed charities to dumb down the fee and service. While the commercial sector got all the sexy stuff; profit improvement, strategy and close quarter advice. The not for profits have had little but accounts.

I understand there are exceptions and the market is changing. However there are 160,000 charities and only a small % have been getting a full range of services.

Herein lies the opportunity. Accountants successfully improved management and process automation for themselves and their commercial clients. There is undoubtedly an opportunity to wow some charities.

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they take time to decide.
You have to wait it out
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1. PLAY THE LONG GAME TO YOUR ADVANTAGE

Charities are loyal because decision making is often by consensus and compromise, which by and large, favours the status quo. This advantage to incumbent suppliers should be understood when planning marketing and costs. The flip side is that winning a charity delivers a longer, annuity income.

Decisions on employing, or putting on panels, the likes of accountants, lawyers, asset managers etc, are only made at formal quarterly or even annual meetings. This cliché is being broken down as the larger charities have increasingly more corporate structures.

However, by and large charities are like Ents, they take time to decide. You have to wait it out and of course ensure that you have the multiple decision influencers on side.

2. ENGINEER INTRODUCTIONS

A short cut many people take to mitigating risk in decision making is social proof, the herd mentality or ‘the others do it so it must be okay’. Most professionals know this. So much marketing effort is put into engineering relationships to create initial introductions. This is a good move but not the best. The best move seems, statistically, to be to engineer the introduction after you’ve met them the first time. The best call you can get from a prospective client starts with “Were your ears burning...?”

Social proof seems to be far more important in the third sector than the corporate / SME sectors. This could be a by-product of socially aware people or a lack of entrepreneurial spirit. Whatever the reason, you must be prepared to find those who’s opinion they respect and force the introduction.

3. MAKE A DIFFERENCE

I know 'value adds' is a buzz phrase for business development people in professional services, however the majority of charities seem to be supported by smaller law firms and accountants who are still serving their clients compliance needs and little else. This is consequently driving the myth that charity work is low margin.

Get an alliance with a specialist data protection auditor and approach all charities in the knowledge that the European GDPR is on their agenda

This throws up opportunities. Charities not used to sophisticated business development can be wowed by useful but simple window dressing. For example one accountant we know started a monthly lunch for the chief execs / finance people of his clients and prospects. Simple but hugely beneficial.

Looking at the offerings from Charity accountants there is very little cloud based talk, little outsource messaging, virtually no 'work on the Charity and not in it' etc. All pretty much de rigueur in commercial and SME. You can stand out.

4. THE TROJAN HORSE

As mentioned earlier, charities are risk adverse and by and large not entrepreneurial. Trojan Horse marketing sometimes called 'puppy dog sales', can mean pro bono but it could mean reduced fees for health checks or compliance reviews. Something small to get your foot in the door.

If you do speak, make sure it's filmed and on YouTube. Pomp is not required, compassion wins the day.

If I were targeting charities at the moment, I would get an alliance with a specialist data protection auditor and approach all charities in the knowledge that the European GDPR is on their agenda big time.

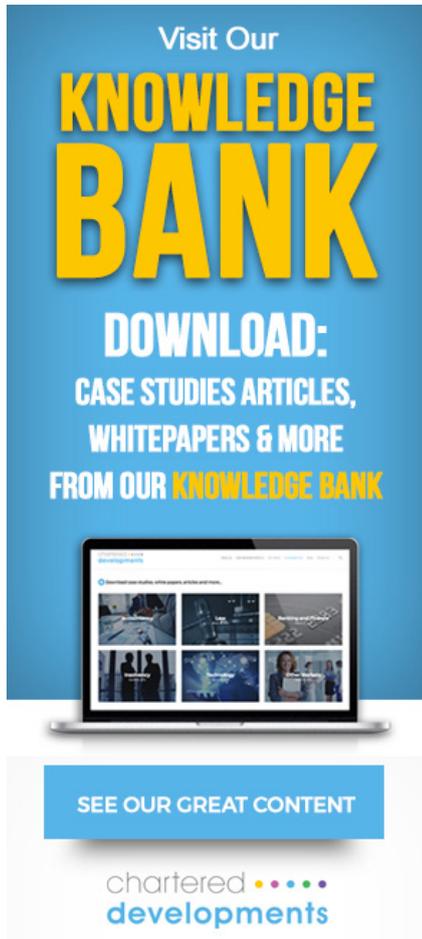
Slots can be bought at conferences

5. EVENT SPEAKER OPPORTUNITIES

I've no idea what it is in the psyche of people in the voluntary sector, but they love an authority. Books, columns and blogs are fine, but these pale under the radiance of a speaker.

If you do speak, make sure it's filmed and on YouTube. Pomp is not required, compassion wins the day. Slots can be bought at conferences etc. although invariably this is not required. If you're an authority, organisers like to have you there. They invariably pay expenses but little more. There is a quid pro-quo. You speak because you have an agenda with the audience.

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The majority of lead generation activities take place on the 'telephone and are followed up by email, building relationships and booking appointments on behalf of clients.

Chartered Developments also support their clients' business development objectives by

- Managing the firms' social media networking (for example, linkedIn),
- Nurturing relationships and
- Proving sales training to help close business from the leads generated.

With an enviable portfolio of clients ranging from accountants, law firms, insolvency practitioners, actuaries, pensions consultants, banks and global business consultancies, Chartered Developments are trusted by firms large and small to provide superior leads and professional, peer-to-peer introductions.

By continuing to focus on core activities and only hiring experts, Chartered Developments are often seen as outsourced marketing and business development departments of firms; a position that the company feels honoured to hold.

To learn more about us and our services please visit; www.ChartDev.co.uk

If you would like to know more about how Chartered Developments could help your business then please contact Peter Rosenwald today.



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