



# SECURE A PATH TO INCREASED REVENUES

CPAs are reluctant to sell. CPAs have limited time to prospect. SMART CPAs seek proven paths to cost effectively add revenues.

## DEPLOY SMART SALES TACTICS

CPAs have needs. CPAs need to maintain a **focus** on driving **exceptional client service**. Time is of the essence for successful CPAs. Drive your cross-selling activities and learn how to get **commitment** for next steps in the sales process.

Sales Management Specialty Services brings a large firm **business development** process to the local and regional firm. Deployment of **SMART** sales strategies and tactics will drive firm growth in an **efficient** and **effective** manner.

- ✓ SELECT A SERVICE OR PRACTICE AREA YOU WISH TO EXPAND
- ✓ CHOOSE A PARTNER OR MANAGER WHOSE SKILLS YOU WISH TO ENHANCE
- ✓ CLOSE MORE BUSINESS EFFICIENTLY & EFFECTIVELY
- ✓ SET REALISTIC METRICS FOR YOUR SALES ACTIVITIES
- ✓ DEPLOY A REPEATABLE SALES PROCESS
- ✓ IMPLEMENT TECHNIQUES THAT WILL GENERATE PROSPECT MEETINGS
- ✓ COACH ON PRE-CALL AND POST-CALL PLANNING
- ✓ TACTICAL APPROACH EMPHASIZES ROI OF TIME AND DOLLARS

## GET STARTED TODAY



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