



ACCOUNTANCY STRATEGY

TRAINING COURSE 3

Dealing with Larger Businesses, high net worth individuals, tax strategies and other areas of Marketing

9.30 Arrival - Tea / Coffee and biscuits

10.00 Introduction and Background

- Identifying how we target larger businesses
- Your criteria and being realistic
- The approach that works
- Scripts specific to interest larger businesses
- Pre - meeting preparation



12.30 Lunch-break

1.00pm Course resumes

- The Sales Meeting
- Discussing real incentives over and above compliance work
- Other Marketing ideas and Strategies
- Questions

3.00pm Course ends

General Points

- We deliver our training programmes using PowerPoint, handouts, examples and videos. Because we only train you and or your staff in a training session, we are happy to interact to your specific needs.
- We provide a range of sandwiches for lunch to cater for both meat and vegetarian tastes.

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