

BE COUNTED

10 MYTHS Preventing Accountants from Becoming
Confident, Trusted Business Advisors...

And The **TRUTH** That Will Set You Free.

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Introduction

I learned about decision-making when a drug dealer held a loaded gun to my head, and pulled the trigger.

That's not how you expected a book for Accountants to start, is it?

Good.

Because we're going to be doing things differently around here.

You, dear reader, have a different kind of decision to make.

Do you want to feel like you're always *holding something back* from your clients, colleagues, partners...even your family and friends?

Or do you want to stand up and *be counted* - be seen as a confident, trusted advisor who has control over their lives and the power to generate client revenue on demand?

(Without ever forcing yourself to be a 'salesperson')

The choice is yours.

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I'll tell you right now, the secret to jumping from where you are to where you want to be is not 'work harder'...

Because I imagine you're feeling pretty damn busy already. But you also feel you're not achieving the career success you know you could.

So throwing some generic motivational jargon like "work smarter, not harder" at you just won't cut it.

If we look at the facts, however, some of the warning signs might already be flashing for your Accounting firm. Do any of these sound familiar?

- Too many clients at a terrifyingly low margin. So you're super-busy managing all these differing client groups, but making very little money for all your efforts.
- Saying 'Yes' to the wrong type of clients, trapping you in the land of low-value compliance work for businesses who see Accounting as a 'grudge purchase'.
- Low average fee per client. If you shone a light on your client groups and examined your average fee, you might see a figure that's lower than a snail's belly. The result? The number of painful enquiries you receive - plus the number of 'morning surprise' emails from clients with a "quick question" - increases greatly.
- Low average hourly rate per team member. If you divide your total turnover by your full time equivalent hours, you might get a nasty shock when you see the actual hourly rate your team members are generating.
- Write-offs creeping up. When team members can't say "no" or set powerful boundaries with clients, or they mistakenly believe they sell time instead of value, write-offs rise up. Then you risk creating a sub-industry

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of wasting more time, money and energy managing those write-offs you were so keen to avoid.

- A strong desire to shift from low-value compliance work to Advisory services, but lacking the structures, time and capabilities. You're desperate to make this change happen, but you just can't create the breathing space.
- Neglected skills around communication, sales, business development and marketing and poor adoption of new technologies. You probably have the best of intentions around all this... if only you had the TIME to make it happen.

Are these flashing alerts on your Accounting firm dashboard just a 'sign of the times' and an unavoidable concern for an industry that's trying to drag itself into the 21st Century?

It doesn't have to be this way.

And, more importantly, none of this is your fault.

You're smart, capable and talented. You've made a career out doing the things the right way. You might not describe yourself as 'entrepreneurial'...and that's a good thing.

But may I be honest with you for a second? Are you where you want to be in terms of your career, business, or mindset? Or - if I may be so bold - are you where you want to be in your life?

Maybe your accounting business is ticking over nicely, but you don't have the time or energy left over to spend with your nearest & dearest.

Perhaps the career is chugging along 'OK', but considering the mental bandwidth you use dealing with the busy-ness

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business, client demands, overwhelm, firefighting and plate-spinning you're feeling a bit.... 'Meh'?

Or potentially, everyone else thinks you've got your sh*t together...but you're having a silent panic attack whenever a certain client's name appears on your phone or your email inbox, or you go into a client meeting and your well-prepared plan turns to mush inside your brain.

Then your sweaty palms grab the desk tightly in frustration, because you know you have the power to be an Accounting Superhero....but one word from a kryptonite client about 'sales' turns you into a combination of Clark Kent meets Mr Bean.

No wonder so many Accountants feel 'stuck' right now.

And I know you've probably been trying to 'fix' things.

Training, marketing platforms, lunch & learn sessions, team-building days, events...the whole kaboodle.

But there's so much going on today. So much to deal with. We make promises like, "I should really get around to fixing this...when things aren't so busy".

So you try to keep on truckin', but it's like you've got a flat tire and you can't see where it is.

I know that feels, because I've been there myself.

I spent over 15 years working in and around the Accounting industry, from PwC, KPMG and EY to national, multi-office firms and smaller, family-run practices.

I also saw first-hand the mental, financial and damage done to businesses, careers and lives by Accountants not fulfilling their true potential.

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Make no mistake - When Accountants feel stuck, they shy away from opportunities; When they don't feel confident; When they can't say "No" to clients; When they can't sell Advisory work because they've told themselves a story about sales & marketing being 'slimy'; When they're having yet another awkward conversation about client invoices because they can't set boundaries; When they're saying they're "too busy" but their client calendar is empty...

...businesses, client relationships and careers will *never* prosper in a future where Accountants need to step up and be counted as trusted and confident business advisors.

And I'm on a mission to make sure that doesn't happen to YOU.

First, it's time for some tough love.

Want to know the REAL reason why your career (or your entire Accounting firm, for that matter) isn't where you want it to be?

It's not a lack of training...

Nor the economy...

Or demanding clients...

Or the skills shortage...

Or the lack of resources...

Or the fact that 'selling' makes you feel as slimy as a sales slug in a jelly-wrestling contest on the used-car forecourt...

It's this:

You're lying to yourself.

Hiding under a comfort blanket of myths while your true potential sails off into the sunset.

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So, it's time to shine a light on these ghosts that haunt the Accounting world...and set yourself free.

Why should you believe me?

I've generated over \$200 million for my clients. I've worked with Accounting firms in the UK, US and Australasia, plus PwC, KPMG, EY, Coca-Cola, Microsoft, Virgin Atlantic, AstraZeneca, PwC, Accenture, Hewlett Packard, Heineken, Marks & Spencer, Brambles, Korn Ferry, Slalom and many more. I'm a Guinness World Record holder, bestselling author, international podcast host, ultramarathon winner who has run across the Sahara Desert.

But I was frustrated in my own career because my lack of sales, marketing and communication expertise was holding me back. Actually, it goes deeper than that:

I was holding *myself* back because I was telling myself a whole bunch of myths around "not a natural extrovert", "I work in Accounting so I'll never be good at selling", "clients won't want to hear what I have to say"and I was *believing* my own lies.

This led me to becoming stressed, depressed, unfit, overweight and stuck in a negative cycle of living and working below my best. I was sick and tired of being 'stuck' and operating below my potential. I wanted to stand up and be counted.

So, I became a man on a mission.

I travelled the world searching for not just cutting-edge sales and marketing techniques, but also to develop my own mastery learning from world class experts in psychology, neuroscience, communication, high-performance sport, the advertising industry and even Hollywood.

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Then I took all this knowledge, and tailored it specifically to the Accounting industry. The result? The world's leading sales, communication and mindset programme designed specifically for Accounting firms.

I've been featured by the BBC, Men's Health, The Guardian, The Times and on some of the world's largest business and mindset podcasts.

No-one else on the planet delivers this level of mindset, skillset and habit mastery tailored specifically for Accountants and Client Managers. I see things others can't see, which means I can do things others can't do, and I can innovate in ways others can't.

And the core reason is that I know how Accountants need to think about innovation, communication, human psychology, confidence and peak-performance.

So what happens when Accountants disprove the lies and dispel the myths that hold them back?

- **They accelerate their success.** Accountants and Client Managers will already have the technical skills and expertise, but this is like applying a time-machine to their sales, business development, client communication and marketing skills.
- **Increase in conversation rate from compliance to Advisory.** Low value compliance clients transform into high value Advisory clients, and Accountants enjoy the power of being recognised for generating Advisory revenue 'on demand'.
- **Time & Mindset freedom** - Accountants have no need to get their hands dirty or be the one who is always pulled into difficult client

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conversations...because clients are no longer in control of their lives.

- They gain the **confidence** to control the client conversation, say 'no' to unreasonable demands and never again having to shudder when *that* difficult client appears on their phone or in their inbox.
- Transform the way they approach **Advisory work** and business development, so they know the questions to ask that makes the client beg them to work together, not the other way around.
- Maximise the **power** of Accounting / CRM tools and platforms.
- Increased **resilience and retention** - they walk into the office with a smile on their face, no more hiding in the office car park, dreading work, or being slumped in front of a Teams call with the camera off.
- Increase in **confidence** and **career development** - no more feeling 'stuck', overlooked for promotion or contemplating the painful move to another firm and being the 'new person' again.
- And - it goes without saying - average fee per client goes UP; Average hourly rate for each team member goes UP; Write-offs and rework plummets DOWN.

When Accountants stop believing the myths they've told themselves for too many years, they decide to stop hiding, stand up...and be counted.

Turn the page to discover the 10 myths that are holding you back...and the truth that will set you free.

Warning, what you're about to see cannot be unseen.

Allow your career to be held back by myths and frustration?

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Or fulfil your potential, make more money, leave work on time, have more fun and stop letting clients control your life..by discovering the TRUTH.

It's your decision.

It's not like someone's holding a gun to your head.

MYTH 1

“I’m an Accountant, not a Salesperson!”

What comes to mind when you think about ‘sales’ and ‘selling’?

Slimy. Sleazy. Awkward. Uncomfortable. Con-artist. Visions of a slightly greasy used car salesman padding across the showroom towards you, his cheap gold watch jangling as he rubs his sweaty palms together and fixes you with a needy gaze.

Sound familiar?

You’re not alone.

We think of sales like a Gordon Gekko meets *Wolf of Wall Street* stereotype. Flash suits, wide grins, pressing on ‘pain points’, persuasion techniques, memorising awkward scripts to ‘persuade’ the client to do something, telling lies, piling on the pressure and stopping at nothing to achieve ‘the win’.

MYTH 1

Sales means money, awkwardness, and rejection. What kind of masochistic Accountant would sign up for that? What would your parents say, for heaven's sake?!

But sales in the Accounting world is a totally different beast.

You are dealing with an emotive subject (money), a complex and intelligent customer (the client), a long delivery period (1+ financial year) ...and a Salesperson who hates to be seen as a Salesperson (the Accountant).

Plus, the Accountant has never been exposed to a sales environment, never received expert training specifically designed for the Accounting profession, never taught how to properly think, frame themselves or communicate with clients...

...in fact, they are usually just told to "*be confident and get on with it*".

And yet we wonder why Accountants don't like sales?!

The Truth:

You were not put on this planet to sell Advisory products and services.

You are here to serve your clients. To transform their businesses, and their lives.

Accountants (and most businesses, for that matter) get the sales game totally wrong. If done correctly, there should be no persuasion, convincing, strong-arming or scripted responses.

If you feel like you're *selling*, you're doing it wrong.

If your client feels like they're being *sold to*, you're doing it wrong.

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If you do it *right*, then all you have to do is *ask questions*, and *tell stories*

Understand: Selling is a service...

A service your clients are lucky to receive from you.

Selling is the lifeblood of the economy. If no-one sells today, no-one eats tomorrow.

Your clients need your help, they are lost in the business world right now.

Your skills, talents and expertise give you unmatched insights into your client's business:

You know where the goldmines are, and where the landmines are.

All you're doing is offering them a map.

Is it not selfish to refuse to show them the path, because you feel 'awkward' about doing so?

Sales is not the real problem here.

It's how you *think* about sales.

Change the way you think, and you'll transform the way you deliver.

MYTH 2

“I’m too busy!”

Everyone is so damn busy. With the client work, and the information requests, and the meetings and the annual reviews, and the emails...

We would all be so much more productive...if only we weren't so BUSY.

The training, the support, the leadership, the goals, the culture, the guidance, the confidence...it will all happen, as soon as things "*calm down a bit*".

Lies.

Things will never 'calm down'. Busy-ness will always be your business...if you allow it to be.

We let 'busy' distract us from the things that really matter. Why? Because being busy is fun!

Busy allows us to spray our attention around like a potty-training toddler doing target practice.

Checking emails every 10 minutes makes us feel *important*.

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Checking our phones for messages makes us feel *loved*.

Answering every request, question and query immediately makes us feel *helpful and popular*.

Then we tell the world we're so busy TRYING and not getting the desired results...but it's someone else's fault.

Then we get to waste even more time complaining. And complaining is REALLY fun!

Accountants usually forget that *productivity* and *success* are not the same. We can be very busy, but not see adequate results from our labour. Unfortunately our intelligence and desire to be 'nice' can be our downfall...

If we are presented with a problem, we will immediately want to solve it...

EVEN if we have too much on our plate already.

EVEN if we are busy.

EVEN if we are already feeling overwhelmed.

Then we become even busier.

Too busy to focus on what really matters.

The Truth:

Stop adding things to your 'busy' pile.

Quit putting more tasks on the 'to do' list, where you stare at all the items, deliberate, prioritise, weigh up pros and cons...

...forcing yourself to make tough choices.

Then you get overwhelmed.

So stop adding things to the to-do list.

Cut them away instead.

MYTH 2

Say “No”.

Make a commitment to yourself: “*I will complete this task NOW, NEVER or at a defined point in the future*”.

Then take action. Don’t postpone challenges, rise to them. Commit to the present moment, because this is all that matters.

Understand: Being ‘busy’ is a habit. Like any habit, to break it you must have self-discipline.

You must also have the power to say “No” to well-meaning friends, colleagues and clients who try to distract you from your chosen mission. You must put yourself first.

Yes, you will feel selfish.

But if you choose to embrace your own time, and your own priorities, you will never be ‘busy’ again.

MYTH 3

“I can’t charge higher fees!”

Too many Accountants are scared to ask for money or raise their fees because they are afraid of rejection.

One of the key mistakes they make is to spend hours preparing for a client meeting, then indulge in a long, rambling session involving numbers and generic questions, and lots of impressive-sounding phrases about ‘adding value’...

...then, with five minutes left to go, the focus awkwardly turns to *fees*.

Attention goes to price. Affordability. Cashflow. Money. Scarcity.

The client says *"it all sounds good, but I should probably think about it. Email me some information and I'll take a look"*.

Your heart sinks. You could almost taste that sale...then it got whipped away from under your nose.

MYTH 3

Far too many Accountants and Client Managers close every client meeting on the subject of money. Trying to *sell* the client something. Yuk.

Sometimes, even saying fees out loud can feel terrifying. That's tough at the best of times, but when you're in a job that involves money and numbers all day long, it can feel *impossible*.

When clients buy your services, they are making an *emotional* decision. But they will also justify that emotion with *logic*.

The size of the fee isn't the problem. The struggle happens when you try to guide the client to see the value of their investment. You didn't challenge their thinking. You didn't dig enough. You didn't have the bravery to ask the deep, scary questions that really made the client stop, think and dream the impossible.

Clients don't want to talk about prices or fees, they want to talk about the things they desire. They want to see opportunities, they want their minds to live inside the highest context of possibility.

The Truth:

There is no such thing as a high paying client. Your fees are just a filter for the clients you'd love to work with.

End every meeting with the client living in the land of possibility, smiling with excitement about all the great things you could achieve together.

Understand: 'Yes' lives in the land of 'No'

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What would happen if you stopped doing everything (including raising your fees) to avoid hearing your client say "No"...and *pushed* them to say 'No' instead?

As counterintuitive as it sounds, you want your clients to hesitate before they commit to your fees. Clients who say "yes" to big financial investments without a second thought are usually the type of lazy, flip-flopping clients you don't want to work with.

The more you push for a 'No', the more you demonstrate you don't need a sale.

The more you push a client away, the more they will have to commit to your services.

The more they commit, the more you can help them achieve.

If you want to work with ambitious, powerful, large-scale clients, you must be willing to challenge them.

Yes, higher fees *will* make you feel uncomfortable.

So get comfortable with being uncomfortable, and your career will change for the better.

MYTH 4

“The client is the boss”

Throughout your entire career, you have been lied to. You’ve been fed a diet of “the client is always right” and the importance of “building trusted relationships”. But somewhere along the way, things got twisted.

A little part of you dies inside, each time yet another client email with a ‘quick query’ plops into your inbox.

You feel your anxiety rising at 3:30pm on a Friday. You mutter a silent prayer to the Accounting gods, *“Please don’t lob a client grenade my way, I’ve got plans this weekend”*.

It’s impossible to enjoy the status you deserve if you act like your client is the boss. Laughing at their terrible jokes, responding to their endless queries, acting like a verbal punching bag for their own failures in their business and their lives...when none of it was your fault.

But you suck it up. Because the client pays the bills, don’t they? So you need to build the client relationship, don’t you?

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Here's the uncomfortable truth - Clients lie. They will say and do things to get the outcome they want.

Clients believe they call the shots. They think they don't 'owe' you anything. They feel it's OK to not return your calls and emails. They're perfectly fine with pumping you for free advice and consulting. They treat you like nothing more than a commodity that can be used, discarded and replaced.

Yet you LET them do this...because you put them on a pedestal.

Think about a purchase you've made - a car, a holiday, a couch, shoes, coaching.

Did you make the purchase because the salesperson let you do whatever you wanted? Did you ever feel the salesperson put you in charge and let you call the shots, and it caused money to fall out of your well-lubricated wallet into their open palm?

Nope.

So why do you believe 'professional services' translates as being a 'professional *servant*' to your clients?

The Truth:

People buy from who they know, like and trust...

...*until* someone comes along who is better at solving their particular problem.

How would you feel if your doctor stepped aside and put you in charge of a procedure?

Would you be OK with the pilot of your passenger plane announcing, "*Let's go with whatever you decide, I'm happy if you're happy*"

MYTH 4

Of course not. You'd feel uneasy, suspicious and slightly terrified.

It's time to take control of the conversation.

I know this feels like the most difficult thing in the world sometimes. Truth be told, I struggled with it for years. Unlearning decades of 'the customer is always right' programming inside my brain took real effort...and discomfort.

Understand: Every time you put the client's interest before you own, a little part of your future self dies inside.

The more you put the client on a pedestal, the more you are subliminally communicating: *I think you are better than me.*

Newsflash - we don't buy professional services from people who we believe are below us, no matter how great they are at 'building rapport'

Clients want to be led. So take control.

Your time is valuable and scarce. You don't have the resources or the capacity to help every client, so *you* get to decide which are worthy of your attention.

Accountants are the magicians of the business world. You can see things others cannot see. You can do things others cannot do. You have the power to transform companies and lives (and if that isn't enough, remember you have the skill to keep business owners out of prison).

Any client is LUCKY to have you.

The more you put them on a pedestal, the more you chase them...

...the more they will run away.

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So remember how damn talented you are, and remind the client who is the REAL boss.

Will this approach have a 100% success rate? No.

That's a good thing. It filters out the nightmare clients you don't want to work with.

But if you're going to lose a deal, better to still control the situation than let the client walk all over you.

MYTH 5

“The nicer I am, the more successful I will be.”

We all want to be ‘nice’.

Accountants usually have a common script going through their minds, saying:

“If I am ‘nice’ and do everything ‘right’, clients will want to work with me, my boss will recognise me, I’ll hit all my career goals and have a problem-free life”.

‘Nice’ Accountants base their career success on a set of false assumptions. They believe things like:

“If I say “yes” to a client and keep laughing at their jokes, then I’ll win more work from them”.

“If I give a load of my time to a client for free, then they will give me lots of paid work in the future”.

“If my boss sees how hard I’m working, then they will give me the promotion”.

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"If I spend my weekend completing tasks I should have delegated or shared, then my team will like me more".

Accountants who are 'nice' think of themselves as givers, fixers and caretakers who put other people first and like to find win-win solutions.

Doesn't sound so bad...does it?

It does. Because nice accountants are living a lie.

They hide their mistakes, avoid conflict, repress their true feelings and say what they think other people want to hear. Because they are so driven to seek approval, they will hide anything they believe will upset anyone.

They try to control the world around them because they want everyone else to be 'happy'.

They give with unspoken strings attached, creating secret contracts like, *"I did X for you, so I expect you to do Y for me"* - but they're too 'nice' to communicate this to the other party.

These lies, deceptive messages and poor boundaries can lead to frustration, resentment, unfulfilled potential and damaged careers.

Then the Accountant will turn around and say, *"I was only trying to be nice"*

The Truth

Important point: Not being 'nice' doesn't give you permission to be rude, nasty, aggressive, cruel or unprofessional.

But if you stop being 'nice' and start being direct - stating what you want to achieve and making it happen. You will:

- Serve your clients more effectively

MYTH 5

- Win and deliver more work
- Feel more powerful and confident
- Express your feelings and emotions
- Build deeper relationships at work and at home
- Live up to your potential and become more productive
- Accept yourself just as you are.

Understand: Your desire to be 'nice' is preventing you from being 'great'.

Take 60 seconds to look in the mirror (I call this the 'Nice Benchmark Test'). Ask yourself "Am I about to do this thing because it will move my life forwards? Or am I doing it because I don't want to rock the boat?"

Accept your flaws - your clients don't want business advice from a robot. They want to work with an expert who has some battle scars and learned from their failures.

Set boundaries and hold them at all costs - don't start backpedalling and whither because you want to 'keep the peace'.

Put yourself first. Having needs is healthy. Truly balanced and successful accountants make getting their needs met a priority.

Making the decision to put ourselves first is the hard part. But once it happens, your career (and your life) is decided by an individual, not a committee. Our needs are important. No-one is responsible for them but ourselves.

Clients don't want to work with people-pleasers, yes-men (or yes-women) and doormats. And even if they did, are these the types of people you really want to work with?

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So stop seeking their approval. Accept yourself for who you are. Be bold and make mistakes because you know it's just part of the learning journey.

Stop asking for permission to be great.

MYTH 6

“Winning the sales game is about products and services.”

Accounting firms are very, VERY proud of their suite of products and services.

Your website probably boasts that you offer a *‘comprehensive accounting and Advisory service that covers everything your business needs’*.

You will proudly proclaim many of the things your firm is great at. Things like: ‘Wonderful client service’; ‘Strong relationships’; ‘Dedicated Business Advisor Support’; ‘Deep-dive planning sessions’; ‘Xero Platinum Partner’; ‘Systems Strategy Workshops’, and; ‘Robust business plans’.

Then you’ll most likely shout from the rooftops all the benefits that will fall into your client’s lap after they start working with you. Such as: ‘Improve profits’; ‘Maximise efficiency’;

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'Streamlined processes'; 'Reduce overheads'; 'Sales growth, and; (a personal favourite) 'Clarity on your future business direction'.

There's nothing wrong with any of this. Except one small issue...

Your client doesn't give a rat's ass about it. Any of it.

Clients do not care about your products and services, or their features and benefits.

All clients care about...

Is the OUTCOME you can achieve for them.

But you don't see that, because you're too busy polishing your big, shiny... EGO.

Somewhere along the way, you told yourself a lie that you had to broadcast all your skills, experience, qualifications and credentials, and these would somehow cast a magic money spell that makes client revenue appear.

You believed the key to Accounting & Advisory success was to 'demonstrate your expertise and authority' in your field.

But it isn't. Clients rarely care about your 'authority'.

Humor me with this non-Accounting scenario...

Given the choice between a doctor who went to Harvard Medical School, has written 10 academic papers, presented to the World Health Organisation....but does not listen nor understand your illness.

And...

A doctor who went to a medical school in your nearest big city, has written zero academic papers, never visited the World Health Organisation...but listens intently to you, knows

MYTH 6

your problems better than you do and even challenges your thinking on your healthcare strategy (without making you feel stupid)

Who would you choose to work with?

The Truth

Stop selling products and services.

Sell outcomes.

'Cash flow forecasting' is not an outcome.

'Robust business plan' is not an outcome.

Making payroll without suffering a mild heart attack every month is an outcome.

Taking a proper family holiday without the need to 'just jump on this one call' is an outcome.

Being known and respected as a genuine 'business success story' in your town is an outcome.

You're so busy using your ego to 'sell' your products, that you're missing the key piece of the puzzle: Your clients are in hell right now, and they think they've tried everything to get out.

What you're offering to your clients is a new *escape plan*. An escape plan that actually works.

Understand: Most people don't care how it works or why it works. They just want it to WORK, so they can achieve their desired outcome.

How do you get your clients to understand this?

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Well, you stop talking about how great your products and services are. You quit proving your 'authority'.

You start asking questions, challenging their thinking...and LISTENING to what they say.

By doing this, you help your client discover for themselves why their current plan isn't working...

And in most cases, you'll learn they don't really have a 'plan' at all, other than to keep doing whatever they're doing.

It's only when your client decides their current predicament is too painful, that they will be open to a new solution.

MYTH 7

“Our Accounting firm is
'stuck'”

Ready for the Accounting Irony of Year Award...?

You're trying to sell Advisory services to your clients to help them build a better, more meaningful, more powerful and more profitable business...

...but you're scared to look too closely inside your own company closet.

Because - deep down - you know it isn't as tidy as you pretend it is.

You're too busy running an Accounting business to find the time to change your Accounting business.

And if you work at an Accounting business, but are not on the leadership team, you'll be getting pretty bored with complaining about 'when are THEY going to do something?!'.

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Well, that's a half-truth. Because let's face it, complaining can be a lot of fun.

How do you know when you're 'stuck'?

When the excuses start.

"Too busy at the moment"

"Short-handed"

"Need to improve our website / brochures / CRM / Marketing first"

"Just trying to recruit someone for that role"

"My team just don't 'get it'"

Then you feel stuck in the day-to-day of things. The situation might not be 'bad', but you just wish you could press a 'pause' button for a month, to create an air pocket so you can breathe and create the time, energy and momentum to make things 'better'.

The Truth

Accountants stay stuck because they're trying to solve the wrong problems, or they waste time solving the problem they think they're supposed to solve...rather than solving what will actually move the needle.

When removing all the stuff about clients, sales, revenue, profitability, growth..

When you boil it ALL down...

What outcomes do you and your team really want to achieve?

What is stopping you from making it happen already?

And don't say something like 'Confidence' - that's a cheap get-out-clause.

MYTH 7

All the worthwhile things you ever achieved in life - the relationships, the kids, the house, the career, the business - you did the thing without knowing if it would 'work' or not.

Understand: You only stay stuck in problems because you're making a false assumption. You believe something to be true when it isn't.

The transport industry was stuck, until Henry Ford challenged the assumption that people only wanted faster horses.

The mobile technology industry was stuck until Steve Jobs challenged the assumption that cellphones would only ever be used for phone calls.

The accounting industry is stuck because a lot of Accountants are making an assumption that they aren't salespeople, or they aren't confident with clients, or they're too busy to learn and adapt to a value-based, Advisory business model.

Get to the truth of what you really want for you and your business, why it matters, why you haven't got it yet, and what needs to change.

If you want to get unstuck as an Accountant, and as an Accounting firm, stop using the same old approaches to dig yourself deeper and start seeking a new truth.

MYTH 8

“I need to get more money
from my clients”

Do you worship money?
Of course you don't.

Now ask yourself that question again, and be a little more honest with yourself.

Perhaps you don't worship money...but you probably kneel at its altar from time to time.

Don't let the analytical, 'beancounter' stereotype fool you: Accountants are emotional about money.

Money means freedom, choices, happiness, time, energy, opportunity, comfort...

All those emotional words.

Client money means growth, recognition, acceptance, promotion and praise...

MYTH 8

So you chase it. You chase it like a cat chases the dot of a laser. You chase it like Peter Pan chasing his shadow.

You become tightly wound up like a spring. You need to GET more MONEY from your clients. You mistakenly believe that without it, you'll be unsuccessful.

In your desire for this money, you become desperate. Needy. You start trying to 'convince', to 'persuade'....to 'sell yourself' and your solutions.

You wonder why sales makes you feel desperate and slimy?

Because the act of chasing your clients' money IS desperate and slimy!

Your neediness for money becomes a real turn-off for your clients. So their wallets remain firmly closed. So you become MORE needy. And the downward spiral of chasing the money continues.

So stop worshipping your client's money.

Make their money your servant.

The Truth

Client money is like your own purse or wallet: You only find it when you stop desperately searching for it.

We chase that which moves away from us. The more you chase the client and their money, the faster they will run away.

Understand: When it comes to money, there's a difference between BEING right and GETTING IT right.

BE COUNTED

Accountants are usually focused on *being right* for their clients, but they overlook *getting it right* for themselves.

Humans are humans. Just because we use labels like 'Client', 'Accountant' and 'Client Manager' doesn't change who we really are, how we behave or how we create social relationships.

Would you respect someone who was only talking to you because they knew you had money?

Why would your client be any different? If the client doesn't respect you, then there's never going to be a deal.

If you give your client the impression *they have* something *you want*, who enjoys the power and the higher status in the relationship? (hint: it ain't you).

But what if you could detach yourself from the outcome of 'getting the money'? What if you genuinely didn't care whether you 'got the sale' or not?

What if you saw money as a byproduct that appears when you do your best work and transform the businesses of your clients?

Client money is simply a resource you use to fuel your own journey.

Think of the gasoline you use to fuel your own car. Do you become needy, desperate, persuasive and 'salesy' when you need more of it?

Or do you just believe in yourself enough to know that you'll source more of it?

If you like struggle, think in dollars.

If you like freedom, think in change.

MYTH 9

“The talent shortage is holding us back”

Too many Accounting firms are using the ‘lack of capacity’ excuse to hold themselves back from delivering high-value Advisory work.

“There’s a global shortage!”, they cry. “Don’t you realise there aren’t enough resources to go around?!”

This kind of mindset results in Accountants living in a nasty, dark, frightening place...

A place called...Scare City.

Scare City is no place to live. There’s a shortage of everything in that town.

I see too many Accounting firms employ the Scarcity Strategy of ‘get more’, and it ruins the love, fun and excitement that used to exist within the business.

Do stuff faster! Get more money!

BE COUNTED

Never enough clients. Cram more in!

Never enough Client Managers. Drag more in!

The only 'more' that the Scarcity Strategy creates is more stress, anxiety, drama, pressure and self-loathing.

You tell yourself you need MORE people, talent, staff, managers, RESOURCES.

So you overlook the fact that the average Accountant spends only 2 hours 53 minutes on tangible, client-focused or revenue generating activity every day.

But you still want MORE talent. More capacity. More resources. So you create yourself the perfect alibi... *"I don't have ENOUGH"*.

Now, you can't create the change you want for your clients, your business or yourself, since you told yourself a lie that you don't have the people-power to make it happen.

And because you're dazzled by the bright lights of Scare City...you're blind to an alternative strategy.

The Truth

The answer is not in getting MORE resources.

The solution is to achieve more, do more and be more with the resources and talent you already have.

Focus on creation.

Create new revenue with the clients you've already got.

Create new opportunities from existing relationships.

Create new value from existing assets.

Create new capabilities and skills with existing team members.

Understand: No matter how under-resourced you believe you are, there is always an abundance of creativity if you're willing to challenge common assumptions that you're dealing with a 'shortage'.

If you gave your team (and yourself) the gift of the right knowledge, skills and habits, you would achieve the outcome of:

- Focusing on high-value Advisory clients
- Less rework
- Reduction in write-offs
- No longer avoiding difficult client conversations around invoices or freebies
- Setting firm boundaries and saying 'No'
- Not being at the mercy of the pinging email alerts and the ringing phone
- Adopting the mindset of being in the 'outcomes business' not the 'time-wasting busy-ness'

You wouldn't feel held back by a talent shortage.

You won't be scrabbling to escape Scare City.

Instead of chasing the resources you believe are missing, value the talent you're already surrounded by.

MYTH 10

“I’m not confident with clients or selling!”

Saving the best `till last. This is what I hear from so many Accountants and Client Managers.

They believe their lack of confidence holds them back...

From the career they deserve.

From the recognition they should get.

From the top-tier clients they should be working with.

It breaks my heart.

I see so much talent. So much ambition, expertise, knowledge and experience. You already have the power at your disposal to change your client’s lives for the better.

But you don’t do it...because you mistakenly believe you don’t have the confidence to do it.

For some Accountants, it becomes an excuse.

MYTH 10

"I can't do it until I am more confident!"

Then the shrinking away from opportunities becomes a habit.

Next thing you know, their careers are tiny and suffocating.

Still, every Accountant seems to be desperate to build their 'client confidence'...

So it feels like they 'con' their clients, if they're trying to 'sell' something when they don't know how to deliver it (or even how to 'sell' it).

It's time to stop looking for confidence.

Stop the 'con yourself' game. The 'con' is not required when you take action instead.

The Truth

When it comes to dealing with clients, and selling Advisory work...

What if you knew...

Without a shadow of a doubt...

That you'd NEVER feel more confident than you do at this moment.

Never.

No matter what you tried, how many confidence books you read, how much 'sales training' you undertook, how much coaching you received or how many affirmations you spoke...

Same level of confidence.

Would your career goals and dreams be lost forever?

Or would you just press the f**k it button and do the thing?

Tell the world: *"Confidence be damned!"*

BE COUNTED

I don't believe a lack of confidence ever really stopped anybody.

It's only *believing the myth* that the lack of confidence stops us.

So let's say you won't get more confident than you are RIGHT NOW. Ever.

What do you DO now?

You go do the thing ANYWAY. Do it. Keep doing it.

After a while, working and living this way becomes a habit.

And you know what's really funny?

Everyone starts asking you, "How did you become so *confident?*"

Quick head's up: When it comes to building more confidence - I'm talking REAL client confidence, not fake 'LinkedIn' confidence - what comes next is the most important sentence you will ever read...

**Understand: Confidence isn't required
when you only focus on doing what counts.**

Then, before you know it...

You are a powerful, respected, trusted advisor.

So stand up.

And be counted.

What's Next?

The choice is yours.

You can close this book, go back to work, and believe whatever you want to believe.

Or you can decide to be counted, and discover what you are truly capable of.

Understand: The best way to predict the future...is to create it.

I'm on a mission to help Accountants create a prosperous future for themselves.

Through my business, CONQUER Group, I give Accountants the knowledge, mindset and habits to add \$20,000 Advisory revenue to their businesses every single month, plus create the resource capacity to deliver the extra client work.

My goal is to save the Accounting industry from boring training and slimy sales tactics.

BE COUNTED

So I work with a small and elite group of Accounting firms who can now boast they provide their teams with the most advanced mindset, skillset and habit mastery on the planet designed specifically for Accountants.

We create the top 1% of Accountants, Client Managers and advisors across the whole industry.

If you'd like to discover more and transform your own knowledge, mindset and habits...

You can join my Facebook group for Accountants [here](#) (free)

You subscribe to my YouTube Channel that's disrupting the whole Accounting industry [here](#) (free)

I have no desire to persuade you, convince you or sell you anything.

I don't want to give myself a heart attack trying to 'win' your trust...

I don't want you to trust ME...

I just want you to trust YOU.

Because it's never too late to become the person who you were always meant to be.