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EXPERT GUIDE

How to upsell more services to your existing clients

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Originally by **Becc Mihalic**, adapted by **Carl Reader** for the UK, Ireland & South Africa

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Businesses generally tend to go after ‘low-hanging fruit’ when looking to increase their revenue. For accountants, the easiest way to do this is to sell additional services to existing clients. In other words, you’ll increase your revenue by doing what you already know with people that you already have a relationship with.

What’s not to love?

The theory

The foundation for this approach is quite logical. In our industry, relationships are the mainstay to our success. It takes time and valuable resources to start, grow, and maintain these relationships. However, it’s worth the wait. Once that trust is built and you can identify which clients need extra services from you, it’s not even really a sales process—it’s just an extension of your current relationship.

This probably isn’t new information for most of you, but many accountants struggle with putting it into action. They either don’t know where to start or they simply try to do too much too quickly. My advice? Start small. Don’t try to sell every service to every client right off the bat. Even if you do succeed and they all say yes, you likely won’t have the capacity to deliver on what you’ve sold them.

The process

First things first, gain a solid understanding of your current client service matrix (i.e. the services that you’re currently providing to your clients). Ignition is uniquely designed to give you all this information at your fingertips. If you’re unsure of how to go about doing this, simply [click here](#).

The next step is to choose a few services that you would like more of your clients to take up—for example, cash flow monitoring.



Then, review both your current capacity and your team's overall capabilities to decide how many of your existing clients you could feasibly provide this service to.

Once you've listed out all the clients that aren't currently benefiting from this service, you can then begin to reach out to them. You may well prefer to do this on a one-to-one basis. My preferred approach, however, is to get in touch using a one-to-many approach by starting a specific marketing campaign.

If you don't have an existing CRM tool for mass communications then consider using a cheap and easy alternative like Mailchimp. Your email (or emails) should explain the service you want to provide, give a brief description of its value, and invite the clients to contact you for more details.

Make sure you have a follow-up plan in place. Touch base with those clients that didn't respond to confirm whether or not they're interested in the additional services in

question. Personally, I've even offered these services for free for a short period of time as a bit of a "taster"—this works especially well if it's a fairly new concept to the client.

As with all services that you provide your clients, make sure to **send over an engagement letter** as soon as they decide to proceed or update your current engagement agreement. Oh, and don't forget to **take control of your payments**.

Scalability

The beauty of this approach is that once you've gone through the process once, it's easy to replicate going forward—and it's a fantastic way to boost revenue for your firm. There might even be additional knock effects. If one client is particularly happy with your new services, they may even generate new clients to your business via referrals (the ultimate warm leads).

So now it's time to go out there and upsell. Good luck!



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