

Attract High Value Clients: The Preeminence Strategy

It's simple, it's powerful... and it works.

Preeminence means “surpassing all others.”

As a trusted advisor, you emphasize serving rather than selling.

Qualities of a preeminent business:

- Creates an outstanding client experience.
- As a trusted advisor, places the client's needs before yours.
- You educate others.
- The combination of best practices and new ideas you teach positions you as a thought leader.

5 Steps to rise up as a preeminent business

1. Client-centered Fall in love with your clients This means thinking about things from your client's perspective. Then design a client-centered business which puts the client first.

2. Experience You deliver an exceptional experience. As a result, your clients rave about you.

3. Educate first Be the source for best practices and new ideas. Teach your clients what they need to know to succeed.

4. Speak out and get known Stop being a best kept secret. People need to know who you are, what you do and how you help.

5. Position yourself as the go-to expert Communicate often. Share educational information that's relevant to your audience.

6. Let's talk If this appeals to you, and wonder how to apply this to your accounting practice, then let's talk. Take advantage of the complimentary **Path to Profits Strategy Session**. We'll discuss how to increase your income without working additional hours.

Go to <https://www.businesssuccesssolution.com/letstalk/>

