



## Case Study

### The Backstory

Octavia Conner, founder of SayYes to Profits, started her business by providing standard accounting offerings, such as bookkeeping and tax preparation services. It wasn't long after founding her company that she decided to reposition and rebrand her firm to serve in a financial advisor role for other businesses in need of such services. She went from a firm named "Smart Accounting Services" to one that incorporated the term "profits," which Octavia knew would attract client attention because it's a major benchmark of their success.

Although she had done marketing videos in the past around company profitability, she began providing strategies on financial management, cash flow, and profits during consultations. During this time, she found that she would speak less about the standard accounting services she initially offered. After some time passed, she made the complete switch to a financial advisor role, ultimately letting go of the former clients who still only employed her for bookkeeping services.

As Say Yes to the Profits' client portfolio steadily grew, Octavia decided to educate herself further on how to continue expanding her virtual CFO firm. She elected to take Summit CPA's digital course, *The Virtual CFO Playbook: How to Land \$60K/year Clients and Provide a Killer Client Experience*, to do just that.

### Summit CPA's Role



The lessons Octavia has learned during her time taking the course have been and will continue to be instrumental to her firm's success. A few of these lessons include the following:

**Embracing the reality that you don't have all the answers.** Octavia mentioned that before entering a consultation with a potential client, she felt pressure to deliver a silver bullet solution on the spot that would solve all of their problems. During her time taking the course, she was advised on navigating these meetings and securing contracts without offering such a solution. This advice included going into consultations with general inquiries to kick off the conversation and learn more about the potential client. This tactic has allowed her to customize her approach and tailor her suite of services to fit the client's needs, while simultaneously alleviating her anxiety around having to come up with a cure-all for the business in question.

**Establishing a meeting cadence.** Octavia has adopted some aspects of meeting cadence learned while taking the course. She now meets with current clients monthly and even goes as far as to tell potential clients during discovery sessions that they won't be a good fit for her firm if they're not willing to adhere to the prescribed meeting cadence. By setting the company's meeting expectations upfront, Octavia has taken on clients that are fully engaged in the process of actively working toward their financial goals.

**Investing in the right software.** Our course discusses the different software we use at Summit CPA and the importance of incorporating technology that bolsters efficiency. Octavia took this lesson to heart and selected new software that allowed her firm to stop using spreadsheets, which would constantly break and need to be redone. These days, she can prepare for a meeting using her current software of choice in two hours compared to the days spent updating and correcting spreadsheets for her clientele.

### The Outcome

Octavia Conner invested in her business by taking our course, which provided her with lessons she has already applied to help her firm achieve the goals she has in mind. While she recognizes that she still has some work to do to keep her firm on an upward trajectory, she is well on her way to accomplishing her objective of transforming her business into an international firm that employs 10 to 15 people.