

Marketing Tip

Will Next Year Be Even Busier?

Breathe. Busy season is finally over!

Meeting with so many clients these past few months has likely sparked some ideas about growth. And what are you going to do with all this extra time on the horizon? Grow your practice, of course.

There are four main methods for prospecting.

- 1. Who's Your Friend?** You've just finished doing a lot of work for many happy clients, right? Now is a good time to call and ask for referrals. Thank them for any referrals you receive and touch base again to let them know the outcome. Be sure to follow up right away with the referred company.
- 2. COI Development:** Develop relationships with centers of influence or evaluate current relationships you have with influential COIs and see if they are willing to provide any sales leads.
- 3. Get Involved!** Become active in local community or industry groups. Membership in area associations is a great networking tool. This personal marketing effort should eventually transition to sales - don't just wait for referrals. After you've established relationships, ask about your prospect's business - and how you can help.
- 4. Dear Prospect:** Acquire a list of companies that meet your target criteria and send a direct mail piece. Follow up with a phone call and set appointments with interested prospects. As long as you are willing to do the follow up and work the sales cycle, direct marketing is a quick and effective method for generating prospects.

Use this open time on your calendar to acquire new clients - and make next year's busy season even busier!

This tip is shared by Larry Bildstein, president and CEO of The Whetstone Group, Inc. Whetstone is an RSM McGladrey Network strategic alliance partner that helps firms develop and implement effective growth plans with marketing and telephone lead generation.

We're Now Live with Live Meeting 2003!

As a Network member, you can now enjoy the enhanced functions of the latest version of Live Meeting. Microsoft® Office Live Meeting, a major upgrade of the PlaceWare Conference Center, is a leading Web conferencing service used by RSM McGladrey to conduct real-time, interactive training and meetings over the Internet with a phone and a PC.

You are already familiar with how Web conferencing can help your firm be more productive and save money by reducing travel. This latest version offers new features including a new Windows® client, a scalable presentation area enabling you to size graphics to your preference, and flexible control panes that you can move, hide, or float. "With Live Meeting's enhanced capabilities, we have the ability to create an even better training environment," said *Joy Reutter* (RSM McGladrey Network). "As we continue to offer more Web-based CPE, Live Meeting becomes a more important tool for all of us."

We're excited to bring this year's CPE Web conferences to you via Live Meeting! If you have any questions regarding the upgrade, contact *Erica Bromley* (800-431-1742 or erica.bromley@rsmi.com).

NetWorks Contributors

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Please contact the Network Office with your comments and information for the next issue by May 28, 2004.

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