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# New Service Evaluation Checklist



**The Whetstone Group**  
*Growth Tools for a Competitive Edge*

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Please check all answers that apply for each consideration:

Consideration	Variable	Column 1	Column 2	Column 3
Demand	Current clients	<input type="checkbox"/> Many clients have demand for service	<input type="checkbox"/> Some clients have demand for service	<input type="checkbox"/> Few to no clients have demand for service
	Non-clients		<input type="checkbox"/> Significant target market outside client base	<input type="checkbox"/> Small target market outside client base
	Market expectations	<input type="checkbox"/> Service typically provided by CPA firms	<input type="checkbox"/> Service provided by some CPA firms, not all	<input type="checkbox"/> Service not typically associated with CPA firms
Service Capability	Internal staff	<input type="checkbox"/> Currently on staff, ready to provide	<input type="checkbox"/> Currently on staff, need training	<input type="checkbox"/> Need to hire
	Strategic partnership		<input type="checkbox"/> Strategic partner identified	<input type="checkbox"/> Need to find strategic partner
	Merger			<input type="checkbox"/> Need to merge with firm who has capability
Business Development	Differentiation	<input type="checkbox"/> Will have a clear competitive differentiation	<input type="checkbox"/> Will need to determine a differentiating message	<input type="checkbox"/> No differentiation from competitors offering service
	Pricing	<input type="checkbox"/> Target market willing to pay standard hourly rates for service	<input type="checkbox"/> Target market willing to pay rates in 75-85% realization range	<input type="checkbox"/> Target market willing to pay rates below 75% realization
	Materials	<input type="checkbox"/> Easily identified benefits, value proposition; materials easy to develop	<input type="checkbox"/> Will need to do some internal work to develop message, work into materials	<input type="checkbox"/> Will need outside agency to help with message, develop materials
	Sales	<input type="checkbox"/> Current service providers can sell with minimal training	<input type="checkbox"/> Extensive training needed but current staff can sell	<input type="checkbox"/> Will require specialized sales people
	Sales	<input type="checkbox"/> Everyone in the firm is on board and will participate	<input type="checkbox"/> Key players are on board but not everyone	<input type="checkbox"/> Only one or a few partners are interested
Revenue potential	Annuity vs. One-time	<input type="checkbox"/> Clients will need service each year	<input type="checkbox"/> Clients will need service often, but not every year	<input type="checkbox"/> One-time project

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## Conclusions:

If most of your  $\sqrt$  are in Column 1, what are you waiting for? Develop the service and take it to market!

If most of your  $\sqrt$  are in Column 2, it's time to do a little more analysis before proceeding. Estimate your costs, breakeven point, and potential revenue to determine whether the return on investment makes sense.

If most of your  $\sqrt$  are in Column 3, don't waste any more time! Keep thinking and come up with a new service that will generate better returns for your firm.

