

A unique 10 step process helps you grow your business, improve your lifestyle and increase your profits significantly.

In addition to the traditional services of an accounting firm, such as expert advice on tax and financial issues, the Business Development Specialists in this firm have invested in new systems designed to make your business better, more profitable and more valuable. Here's how Davidson's Business Development Team, Inc. works with you to develop the true potential of your greatest asset:

1. A preliminary assessment

To gauge the level of results you can expect from your business, we'll ask you to complete a preliminary questionnaire. Using sophisticated software tools designed to identify and quantify your potential for profit improvement, we're able to tell you just how much improvement you could expect using the techniques and resources available to us exclusively, as members of the Results Accountants Network™.

You will be considered for our business development processes if your potential for improvement is significant - typically in the order of approximately \$100,000. Now before you think - "my business couldn't improve by that much", we think you'll be genuinely surprised when you see the potential of your business examined using special software.

2. An initial consultation ensures there's a match

Here your Business Development Specialist presents you with a summary of the improvement potential within your business. You see some of the processes used and how together we will approach improving your business and its return on your investment. When you decide to continue the process you receive your personal copy of your 'Business Development Program'.

3. A more detailed investigation maps a course of action

Included in your Business Development Program is a more detailed 'Business Development Questionnaire'. This gives you instant insights into the challenges you face and what needs to be done to positively deal with them. Because your Business Development Specialist can identify the strategic opportunities that come from the way you do business — your business processes — your Business Development Specialist will provide you with a documented analysis. This will help you see and develop a course of action made all that much clearer by your next step...

...your Business Development Specialists have been trained to identify opportunities...

4. Your strategic vision decided

Most business people have only a 'hazy' vision for the future of their business. To really achieve improvements it's important to turn that vision into a crystal clear picture. From there you can work back to where you are today, identifying all the strategies you need to implement to achieve your goals. We use a Planning Session for that process. At your Planning Session your Development Specialist reviews with you the key issues you face and the potential solutions. Here you really start to see how the process comes together and why it's just so important to develop your business even further right now. As a result...

5. A plan of ACTION will be devised

At Davidson's Business Development Team, Inc., we've found clients do better with 'Action' plans rather than lengthy, heavily worded business plans. You'll receive a result orientated action plan that's easy to relate to and more importantly - easy to implement. This plan provides you with the basis for moving forward with your business development. With clearly defined goals and dates to achieve them by, you and your team have far more direction and far more likelihood of success.

6. Your customers often have all the answers

To really create a successful business you must know exactly what your customers want and interestingly, what they find frustrating when dealing with your business and your type of business. That way, you can adopt strategies and business processes that make yours the specific business within your industry they prefer to deal with.

Addressing your customers issues gives you a great opportunity to create a competitive edge for your business, an edge that means you could for instance, move away from competing on price and continue to capture more and more customers. A 'Client Advisory Board' where we sit down with customers and listen to them in a special, structured way is a major key here and an invaluable way to add value to your business. Your Business Development Specialist knows precisely how to expertly facilitate yours, using a turn-key approach with selected customers to mine critical information.

7. Your team has even more answers

Your employees play a vital role in how well your business meets customers' expectations. Better yet, your team deal directly with the issues raised by your customers on a day to day basis. Often, that means they have 'hands on' insights you could benefit from. A 'Team Advisory Board' (much like your Customer Advisory Board) generates strategies that improve the processes within your business. Your Business Development Specialist has protocols for working with your people to develop a customer service plan that directly deals with the feedback you receive from customers and team members alike – instantly setting your business on a path much more aligned with customer expectations.

8. An entirely different kind of 'audit'

At this firm we like to look at a business as a collection of people performing a wide range of activities or 'processes'. How well these activities are completed ALWAYS determines the outcomes or results your business achieves.

... that allows you greater control over your results

We find most businesses have not truly systemized their processes. The result being that those outcomes are often random and many business people are left feeling they lack real control. Improving business performance is fundamentally then about improving the key processes within your business. Davidson's Business Development Team, Inc uses a system to analyze the processes that comprise your business and its activities and identifies with you and your team which processes need to be re-designed for far better results.

9. Your key business 'processes' - a system

From there, your Business Development Specialist can work with you to document the elements of your business and its processes. This gives you a documented system that allows you greater control over your results, by defining exactly how each process is to be completed. Again, you get better control AND outcomes. Another consequence is critical. The value of your business increases as your business moves more and more towards being a turn-key 'system' - a system that produces expected results.

10. Your financial plan and NEW 'KPI's'

Imagine having a control panel on your desk, much like the dashboard of your car, with gauges and signals that tell you instantly how your business is travelling. Compare that to the hectic, reactive nature of most businesses, large or small.

Your 'Key Performance Indicators' (KPI's) and your Financial Plan offer that level of control for your business just like your dashboard. Called your 'Management Control Plan', these KPI's and financial projections help you track your progress. They tell you what is going on in all the key areas of your business and enable you to respond quickly to changes and new situations - that way generating optimal profits for you. It's important your Business Development Specialist plays an ongoing role here, using exclusive software we track your Key Performance Indicators and your financial position with you. Its importance could be compared to watching your speedometer and fuel gauge when you're on the road.

An Important Message

Hello and welcome...

Working with you is considered a privilege. That's precisely why we aim to be the type of Specialists that continually do more — more for you and your business. By offering more advice, more services, more value and, more genuine results — period.

It's also why we have invested a lot of resources to qualify as 'Results Accountants™' — and to become members of the largest independent network of accountants in the world. The 'Results Accountants' Network' gives you access to a wealth of exclusive information and resources, right here.

While, of course, tracking your financial results, planning your tax strategies and meeting your statutory obligations are crucial elements of our work, there is far more that can be done to help you reach your ideal profits and an improved lifestyle. Things like management, marketing, customer service, team retention, working processes and business building strategies.

What's more, it means we've agreed to uphold certain practices and standards within our firm. These are standards that ensure business growth for our clients — successful business people — like you.

All of these efforts are designed to help you grow your business, increase your take home profits, improve the processes within your business to make it that much stronger and ultimately increase the value of your greatest asset.

So I'll look forward to hearing about the on-going development of your business and your continued success throughout this program. It's unique. It's special. But best of all, it works. Margery S. Davidson, CPA. President

Our commitment to you

To make certain our working relationship is a total success, it's best we agree on certain standards and commitments to each other from the outset. As Business Development Specialists we commit to:

1. Think of your business as if it were our own and act only with its best interests in mind. Our only job is to make your business more valuable. That means helping you implement strategies that increase your profits, add greater control to your business systems and in the process improve your lifestyle. So you can be assured of results like these we will only advise you to consider and implement strategies we would in fact be willing to do if your business was actually ours.
2. In working toward that aim, we will be completely open, honest and up-front with you in everything we do for and with you.
3. We will analyze your business using proven techniques, software and strategies designed to maximize the possible results for your business. And we will continue our education so we can always be able to offer you more.
4. We will be 100% truthful and realistic when discussing the profit improvement potential of your business and the work required to get you there.
5. Having been caught up in the day to day operation of a business, many business people have a 'hazy' vision for the future which can create uncertainty. We will help you clarify and bring to life your '-vision'- for your business and your future - giving you a greater sense of control.
6. We will map out a clear plan of action (agreed by you), to take you from where you are now to where you want your business to be in the next 1,2,3 years and beyond.
7. We will continue to work with you, side by side as your business advisor. We'll be there to offer you the ongoing support you need and additional programs to help you fully realize your goals.
8. You will remain the sole judge of our performance. If there is something we have done or failed to do that you're not 100% delighted with, simply let us know and we will correct it immediately.
9. We'll offer you common courtesies - like returning your phone calls within 24 hours and making sure you are aware of any fee for a particular service or task well before undertaking that task for you.

And in return...

Your commitment is simple. There are really only 5 things we ask to assure your own success:

1. For our relationship to be truly successful and for you to achieve greater profits we ask that you commit to this process. It's important you do that with an open and inquiring mind. Remember too, we only ever make suggestions we firmly believe are going for your goals - your profits, your lifestyle and to building a greater, more saleable asset for you.
2. Constantly be willing to take the next step. During our work together, there may be times when you will think - 'I can't do that', 'I don't have time to do that', or 'that's not what we've done before', and so on. The fact is, to reach the levels of improvement in your business and the profits you want (that are truly possible by employing the proven techniques and processes we'll be suggesting) change is very much a part of the process. So instead we ask that you agree to think 'how can we do that', 'I'll make time' and even if you have your doubts - 'let's try it'. More than anything else this will contribute enormously to our ability to improve your business together.
3. In working toward those aims, we ask that you too, commit to being completely open, honest and up-front with us in everything we do for and with you. Open communication, even about difficult subjects is the only way to assure our success together.
4. We'll be asking you to take some time to work 'ON' your business rather than 'IN' it. Initially (and only initially) that can be challenging. As business people we are often so used to doing what we do in our businesses, that for most of us, changing that (even if it's what we say we want) can be difficult. There may be certain tasks that need to be completed, certain strategies that need to be implemented - we ask that you will make the time to do so.
5. Understand we are a business too. Just as we'll tell you how important cash flow management is to achieving your goals, we must do the same. And so we ask you to commit to maintaining timely, diligent payments. This allows us to keep our work together on target.

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