

WORK SMARTER NOT HARDER

If you owned a hot dog stand would you position your stand next to a homeless shelter and wonder at the end of the month, why you haven't done enough business to generate even the income to pay your rent?

An essential in any business is to constantly evaluate your target market and client base.

Where are your ideal clients, what do they do, what do they look like – demographics, education, industry sector.

How do they behave? Are they price sensitive, cost conscious, or do they seek excellence?



PROBLEM

Do you know in your firm which of your clients you need to nurture and the ones you need to cut ties with?

Have you considered rating your clients? What would be the criteria?

Is it how much revenue you have earned from them in a period, or how timeously they paid their account?

What about the additional business they have referred to you?

Effectively removing the chaff from the wheat.

Being strategic in the matters you work on, the clients you wish to engage with and how you

engage with clients is the greatest survival strategy alongside of how you attract, retain and grow your client base and your business.

Being strategic is what you do in your cases and very often not how you apply your mind to your business.

Strategy for your business matters.

SOLUTION

Read our Strategy Matters white paper.

Drive Practice employs the most experienced business systems professionals that will help you to set up Drive Practice to give you the insights you need to manage your practice strategically, driving more revenue into your bank account.

Our Value Added Resellers (VARs) are professional CPAs and have the knowledge, experience and resources to help your practice grow and flourish. They recognise that every practice is different.

Our VARs will identify and analyse your client base, how you need to manage and grow this base, and what indicators will be important to you to see how you're achieving your goals.



More than billing software, Drive Revenue is a practice management platform that will transform your legal practice – contact us now for a free demo on info@driverevenue.net.

