



TIAG International Conference - Boston

Using TIAG To Grow Your Firm

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Using TIAG To Grow Your Firm

- Simply being a member of TIAG (and by association TAGLaw) is likely to aid growth in any firm, even those who rarely use it

BUT

- How can you use TIAG to **really** help grow your firm?

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Two Key Essentials

- Get to know other members
 - Conferences
 - Regional conferences
 - Working together
- Have a good website
 - Assume every potential client will look at your website
 - Must be in English
 - Helpful to have other languages

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What Do You Want From TIAG?

- Retain and develop existing clients
(for us, more important than all the other reasons combined)
- Enhancing our reputation
- Win new work
 - indirect
 - direct
- Practice development ideas
- Domestic
- Niches

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Retain & Develop Existing Clients

- Clients expect you to be able to help them internationally. If you can't, they will move to a firm who can
- On average, we use our alliance once a week
- Most outward enquiries, either myself or Paul Webster are asked about the firm and who we should talk to
- First contact is normally by email
- Normally answered within 24 hours

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Retain & Develop Existing Clients Examples

- Three different clients have set up subsidiaries in Canada
- Several clients have needed advice on setting up in the US, with at least two of them setting up subsidiaries
- DD on Spanish company acquisition
- One particular client in the oil and gas industry sends people all over the world and recent TIAG enquiries related to Texas, Oman and Finland
- Several property purchases, particularly in France

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Enhancing Reputation

- Helps create impression of UK service anywhere in the world
- Accountancy/lawyer combination is powerful and almost unique
- Will help to attract better clients
- Most clients demand high technical standards coupled with personal service. TIAG/TAGLaw delivers that
- Beijing & Rio

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Winning New Work Indirect

- Most new business clients think that they may want international help
- TIAG/TAGLaw combination is almost unbeatable
– Flaunt it!
- "Beauty parade" – example
- Calendar

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Winning New Work Direct

- Golden rule – Measure what you get
 - M&H referrals average \$100,000 p.a.
- Insolvency referral – TAGLaw UK \$100,000 project
 - Rescued and sold care home
- Audits for UK subsidiaries from Italy, Australia, Isle of Man, US and France
- UK Tax returns from Japan Australia, US, France, Canada
- Large and small payrolls for companies setting up in UK from Italy and Australia. Largest nearly \$50,000

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Practice Development

- October 2006 Dublin - Michelle Golden
 - Website, Blogs
- May 2005 Joe Harpez
 - Document Management Systems
- May 2011 – P Shohet/A Jenner
 - Strategy for Growth – practical
- October 2009 HJW/KB
 - Lock up – WIP/Debtor billing
- May 2012 – San Francisco
 - Mergers/profit models
- Several – International Accounting Standards

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Domestic

- Ability to do "national work" e.g. Brazil, Mexico and USA
- Savings – broadly we pay for our subscription and conference attendance from the member discounts on CCH
- Training, webinars etc.

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Niches

- Can work powerfully internally and internationally
- Internal examples – insurance and banking
- International examples – oil and gas

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Summary

- Be clear what you want from TIAG
- Get to know the other members
- Understand what firms can do and just as important what they cannot (visit offices when you can)
- Websites and personal relationships are the key

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