



LEA NORTH AMERICAN CONFERENCE

Young Professionals Discuss Cross-Selling



TEAM MEMBER & TOPIC

Team Members

- ▶ Lauren Guyder, **Marcum**
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Topic

- ▶ How would you expand and accelerate cross selling within your firm, also considering the integration of the LEA Resource Centers (e.g. National Tax Resource Center, Global Consulting Marketplace)?



CROSSSELLING

Selling related or complementary products or services.



Internal Cross Selling: How to cross serve within our own firms.

LEA Offerings: National Tax Resource Center and Global Consulting Marketplace



WITHIN OUR FIRMS

Our goal: Provide more work for our existing "A" clients

- ▶ Cost of potential new client that might not be "A" client is greater than providing work for existing client

How to reach our goal internally:

- ▶ Identification of gaps and opportunities in the market
- ▶ Education and development
- ▶ Mindset change (example: cross "serving" instead of cross "selling")

Existing practices within our firms:

- ▶ Trade Show
- ▶ Provided questionnaires to hit "pain points"
- ▶ Inviting upcoming staff to department meetings
- ▶ Dedicated business development person in each department



GLOBAL CONSULTING MARKETPLACE

► Use Case: inventory count

Location	—	Service categories	—
<input type="checkbox"/> Asia Pacific	(1) +	<input type="checkbox"/> Financial Advisory Services	(1)
<input type="checkbox"/> Europe	(3) +	<input type="checkbox"/> Forensic & Litigation Services	(2)
<input type="checkbox"/> Middle East & North Africa	(1) +	<input type="checkbox"/> Management Consulting Services	(6)
<input type="checkbox"/> North America	(8) +	<input type="checkbox"/> Outsourcing Services	(1)
		<input type="checkbox"/> Risk Advisory Services	(1)
		<input type="checkbox"/> Technology Consulting Services	(8)
		<input type="checkbox"/> Transaction Advisory Services	(3)



GLOBAL CONSULTING MARKETPLACE

LEA global My account

[About Us](#) [News & Insights](#) [Member Directory](#) [Events](#) [Groups](#) [Member Resources](#) [Service Desk](#)

[Home](#) > [Member Resources](#) > Welcome to LEA Global Consulting Marketplace!

Welcome to LEA Global Consulting Marketplace!

Whether you need to find a solution to serve a client, educate and train staff on a consulting-related topic or seek the guidance of member firms, the Global Consulting Marketplace (GCM) is your trusted resource.

The GCM is designed to provide member firms with a marketplace and resource center where they can collaborate with each other to better serve their clients. By providing access to specialized consulting services, member firms will be able to extend client relationships and identify new opportunities to generate revenue.

- LEA Labs
- Global Consulting Marketplace**
- U.S. National Tax Resource Center
- Community Partners
- Affiliates
- LEA Brand Guidelines
- Working With Friends
- Principles of Business Advisory Success
- Emerging Leaders
- Tax Levels Training

[sources/gcm-landing-page.html](#)



GLOBAL CONSULTING MARKETPLACE

Anders CPAs + Advisors

📍 St. Louis, United States (1 branches)

- ✓ Anders Talent - Recruiting Services
- ✓ Healthcare Consulting
- ✓ Technology Managed Services
- ✓ Anders vCFO Services (Virtual Chief Financial Officer)
- ✓ Virtual CIO (Chief Information Officer)

Bennett Thrasher LLP

📍 Atlanta, United States

For more than four decades, Bennett Thrasher LLP has provided clients with strategic business guidance and ...

- ✓ Insurance Claims Services
- ✓ RPA and Data Analytics

Brady Ware & Company

📍 Miamisburg, OH, United States (3 branches)

Brady Ware & Company is one of the largest certified public accounting and business consulting firms in the ...

- ✓ Strategic Valuation & Advisory Services for Biotech, SAAS and Intellectual Property
- ✓ Litigation and Dispute Resolution



Global Consulting Marketplace

Management Consulting Services

Technology Consulting Services

Outsourcing Services

Anders Talent – Recruiting Services

Healthcare Consulting

Anders Talent – Recruiting Services

Service Overview

We can help you build your accounting, finance and technology dream team. Finding the right candidate in a sea of resumes can be nearly impossible. Instead of waiting for your next employee of the month to knock on your door, our Anders talent advisors bring them to you.

Industry Focus

Media & Entertainment, Construction, Manufacturing & Distribution, Broker Dealers, Cannabis, Financial Institutions, Healthcare, Real Estate

Team and Qualifications

Number of engagements performed over the past three years: 10+

Number of resources dedicated to this service: 1-2



HOW YOU CAN HELP MAKE THE GCM SUCCESSFUL

- ▶ **Identify a GCM champion** within your firm to help drive usage
- ▶ **Collaborate** with a Service Provider to serve your clients' needs when you don't have the capability or bandwidth
- ▶ **Broaden your reach** and use these services as wedge solutions to build relationships or acquire new clients
- ▶ **Actively market** your service offerings if you are an Approved Provider
- ▶ **Apply** to become an Approved Provider if you offer a unique or specialized service



BENEFITS TO YOU AND YOUR FIRM

- ▶ **Extend** client relationships
- ▶ **Position** your firm as a one-stop resource
- ▶ **Generate** additional revenue
- ▶ **Develop** your people
- ▶ **Serve** clients confidently





NATIONAL TAX RESOURCE CENTER

► Use Case: international tax

The screenshot displays the website's navigation bar with the following items: About Us, News & Insights, Member Directory, Events, Groups, Member Resources (selected), and Service Desk. Below the navigation bar, a breadcrumb trail shows 'Member Resources'. The main content area features a large image of people in a meeting with the text 'Member Resources' overlaid. Below this image is a descriptive paragraph: 'Explore our resources for personal development, best practices, insights and case studies'. A dropdown menu is open from the 'Member Resources' link, listing the following options: LEA Labs, Global Consulting Marketplace, U.S. National Tax Resource Center (highlighted in yellow), Community Partners, Affiliates, LEA Brand Guidelines, Working With Friends, Principles of Business Advisory Success, Emerging Leaders, Tax Levels Training, and U.S. National Tax Resource Center. The last two items in the dropdown have right-pointing chevrons.



U.S. National Tax Resource Center

The LEA Global **U.S. National Tax Resource Center** (NTRC) provides access to industry-leading tax experts and insightful information.

Despite the increasing complexity of tax compliance, the widespread use of tax technology levels the playing field among firms, making it harder to differentiate. At the same time, clients are demanding more from their tax advisor. How will your firm compete? **With enhanced and expanded services, insights, and thought leadership, the NTRC gives your firms access to experts and tools you need to compete as an exclusive member benefit.**

Insights & Events

**[Approved
Providers &
Services](#)**

Provider Toolkit

Become a
Provider

Frequently
Asked Questions

Provide
Feedback

Browse by Service

Browse by Approved Provider



International Tax

Connect

News & Alerts

Toolkits

Tax rules and reporting requirements are very complex for businesses expanding globally. It is critical to understand the tax implications in each jurisdiction where they plan to conduct business. This includes selecting the optimal entity structure from both a U.S. and foreign tax perspective, evaluating financing alternatives, tax deferral planning, and foreign tax credit and repatriation of earnings planning. This can also include assistance with information returns of U.S. taxpayer's with respect to certain foreign entities, filings of statements of specified foreign financial assets, and reports of foreign bank accounts.

IC-DISC

An Interest Charge Domestic International Sales Corporation, or IC-DISC, offers an income tax savings for making or distributing U.S. products for export. It creates a permanent tax savings by transferring income from the U.S. based exporter to the IC-DISC through an export sales commission. It is important to structure the IC-DISC to maximize the commissions and related tax savings while managing the filing and maintenance costs.

Bennett Thrasher's practice focuses primarily on multinational companies, ranging from small- and medium-sized businesses to multibillion-dollar organizations.

Marcum's International Tax Services Group assists businesses and global families with tax planning strategies to minimize their worldwide tax obligations and meet business and financial objectives.

Learn more about each NTRC approved providers' practice below, and connect with an expert today!

[Bennett Thrasher](#)



Marcum LLP













Your Name * (required)

Firm Name * (required)

Email Address *
(required)

Please enter your question below. Do not provide any sensitive client information in the form. If necessary, this information can be shared via a secure method once you connect with the provider.

Please enter your
question * (required)

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I'm not a robot



[Connect with an Expert](#)



There will be a session this afternoon at 1:30pm on the National Tax Resource Center.

Browse by Service	Browse by Approved Provider
Cost Segregation	+
ESOPs	+
Executive Compensation	+
General Tax Consulting & Research	+
Historic Rehabilitation Tax Credit (HTC)	+
International Tax	+
Qualified Retirement Plans	+
Research Credits	+
State And Local Taxation	+
Tax Controversy	+
Tax Transaction Advisory	+
Transfer Pricing	+
Valuation	+



ACTION PLAN



Short-term and long-term goals for cross-selling expansion.



Steps to align cross-selling initiatives with firm growth strategies.



ACTION PLAN

Short-term goals for cross-selling expansion.

1

Comprehensive Audit of Existing Clients
Conduct a detailed review of the current client base to identify cross-selling opportunities based on their needs and history with the firm.

2

Training and Development
Implement a program to educate staff on the full range of services offered by the firm, focusing on the benefits and value to clients.

3

Pilot Cross-Selling Initiatives
Select a small group of clients to test targeted cross-selling strategies, utilizing the firm's services and the LEA Resource Centers.

4

Communication Strategy
Develop messaging and collateral that clearly articulate the complementary nature of additional services.

5

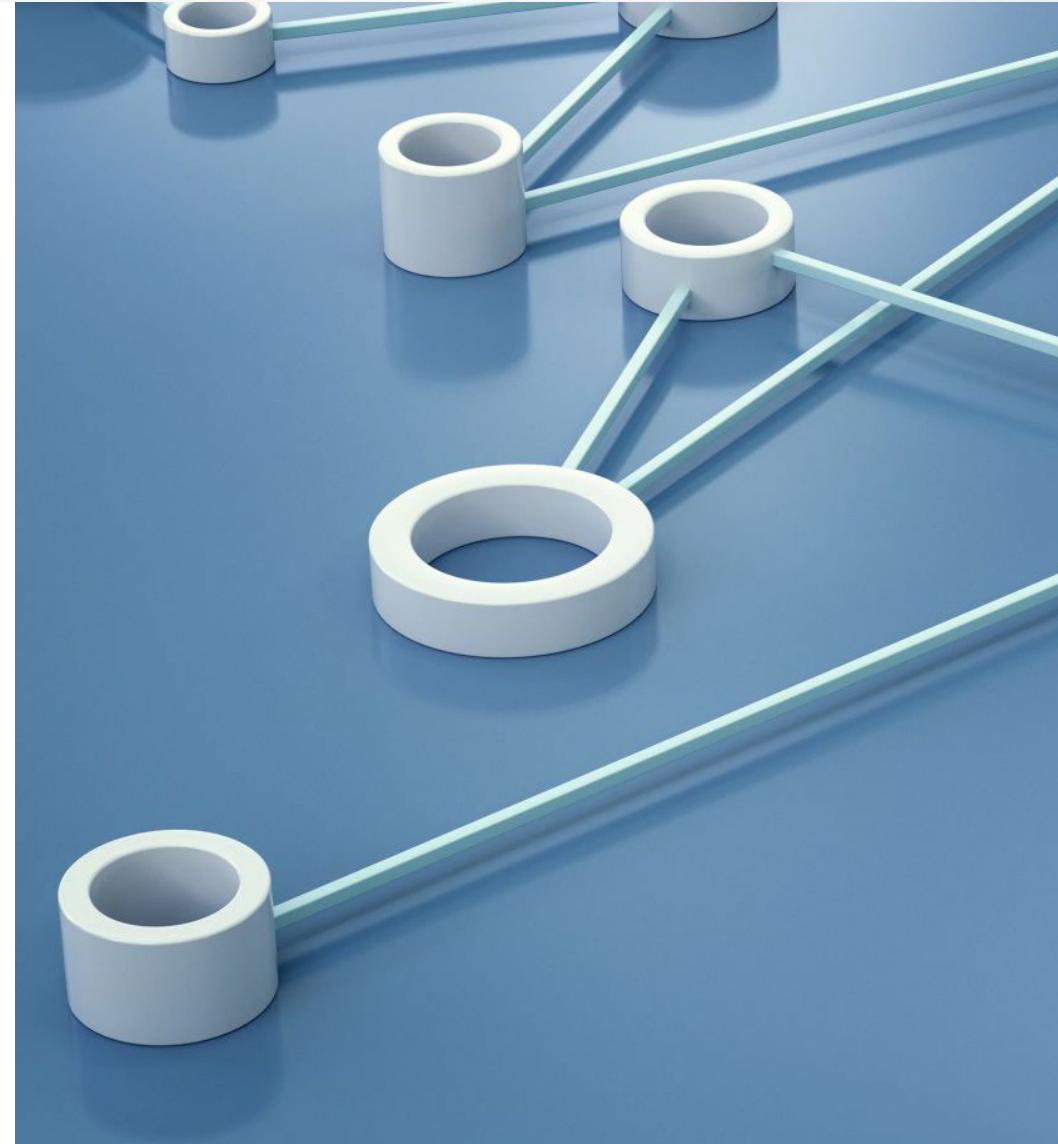
Feedback and Adjustment
Gather and analyze feedback from the pilot phase to refine cross-selling approaches before a wider rollout.



ACTION PLAN

Long-term goals for cross-selling expansion.

- ▶ **Cultural Integration:** Embed cross-selling as a fundamental aspect of the firm's ethos, ensuring it becomes a natural part of client engagements.
- ▶ **Technology Integration:** Use data analytics and CRM tools to systematically identify and track cross-selling opportunities.
- ▶ **Service Development:** Innovate and expand service offerings to fill gaps identified through cross-selling efforts, ensuring the firm remains competitive.
- ▶ **Strategic Partnerships:** Forge connections with external experts or firms to complement the service portfolio, especially in areas where the firm opts not to build internal capabilities.





ACTION PLAN

Steps to align cross-selling initiatives with firm growth strategies.



Strategic Planning

Cross-selling objectives should be included in the firm's strategic planning process.



Market Analysis

Continuously monitor market trends to ensure cross-selling efforts align with industry developments and client needs.



Resource Allocation

Allocate necessary resources, including budget and personnel, to support cross-selling initiatives effectively.



Incentive Structures

Revise incentive structures to encourage cross-selling behaviors among staff.



MEASURING SUCCESS

- ▶ Key Performance Indicators (KPIs) for cross-selling activities.
- ▶ Regular reviews and feedback mechanisms to adjust strategies as needed.





MEASURING SUCCESS

Key Performance Indicators (KPIs) for cross-selling activities.

Cross-Sell Ratio:

- ▶ This KPI tracks the average number of products or services sold to each customer. A higher ratio indicates more effective cross-selling.

Revenue Growth from Cross-Selling:

- ▶ Monitoring the increase in revenue directly attributable to cross-selling efforts helps measure their effectiveness in real terms.

Customer Lifetime Value (CLTV):

- ▶ Cross-selling should ideally lead to an increase in CLTV, indicating that customers are engaging more deeply with the firm's offerings.

Customer Satisfaction and Retention:

- ▶ Surveys and retention rates can indicate how cross-selling affects customer satisfaction. Positive impacts suggest that cross-selling adds value for customers.

Conversion Rate:

- ▶ The rate at which cross-sell proposals are accepted by customers. This measures the effectiveness of the sales pitch and the relevance of the additional offerings.

Product Penetration:

- ▶ Measures how many different products/services a single customer uses, providing insight into cross-selling depth.

Number of Referrals:

- ▶ Happy customers often refer others, which can serve as a metric for the success of cross-selling when additional services enhance the customer experience.



MEASURING SUCCESS

Regular reviews and feedback mechanisms to adjust strategies as needed.

Periodic Sales Reviews:

- ▶ Conduct regular sales meetings to review cross-selling KPIs and discuss strategies and challenges.

Customer Feedback Surveys:

- ▶ Implement surveys post-purchase to gather feedback on the cross-selling experience and to understand the customer's perspective.

Performance Dashboards:

- ▶ Utilize real-time dashboards to monitor cross-selling metrics, allowing for timely adjustments.

A/B Testing:

- ▶ Test different cross-selling tactics and offers to see which ones resonate best with clients and lead to higher conversion rates.

Employee Feedback:

- ▶ Encourage employees to provide insights on cross-selling practices and barriers they face. This feedback is invaluable for refining strategies.

Quarterly Business Reviews (QBRs):

- ▶ Use QBRs to review overall business performance, including cross-selling efforts, aligning them with other business objectives.

Learning and Development Feedback:

- ▶ Solicit feedback from staff on the effectiveness of training programs in supporting their cross-selling capabilities.



CONCLUSION AND Q&A

- ▶ Recap of key takeaways.
- ▶ Open forum for questions and discussion.
- ▶ Young professionals and other groups



FINAL THOUGHTS...

