



The Micro Niche Method

By MR David Wolfskehl

Micro Niche Press, United States, 2011. Paperback. Book Condition: New. 226 x 150 mm. Language: English . Brand New Book ***** Print on Demand *****.The Micro-Niche Method: The Pathway to Premium Pricing and Increased Profitability for Today's CPAs By David Wolfskehl The primary marketing challenge faced by accounting firms today is differentiation. Firms tend to offer services in the same niches, with few exceptions. In fact, a review of top accounting firms in any city will likely produce the sense that the firms are largely interchangeable - just change the names and the photos. When every firm looks alike, the firms become commodities. They spend staggering amounts of time writing proposals in response to RFPs. They feel that clients constantly apply pressure about fees. They are afraid their clients will leave. What is more, they know their marketing efforts are ineffective. Even referrals come from quid pro quo agreements. Their networking activities seem to be a waste of time. The challenge these firms face is how to differentiate their firm from the sea of sameness. Most resort to value pricing or fee discounting, customer service claims and the like. Wolfskehl contends that these approaches will accomplish little, if anything....



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