

The Power of Referrals

How can accountants harness the value of platform referrals?

As accountants, your clients' trust is everything. You are tasked with advising businesses on matters that they rely upon to survive, from payroll to tax services. Without your guidance, many businesses would crumble underneath reams of reports, audits, and financial language too complex for the layperson to decode. Put simply: businesses will not grant you that level of responsibility unless you are deemed trustworthy.

Thankfully, once trust is earned, you can reap enormous benefits – turning a blossoming relationship into a long-standing client, and a long-standing client who has full faith in your credibility is more likely to refer you to other businesses. And any accountant worth their salt will understand the power of referrals. In a word: profit. It's no exaggeration **to say that referrals can be the difference between an agency that's thriving, and one that's stagnating.**

When an existing client spreads the word that your agency is able to make their lives easier, chances are you'll find prospective new clients banging on your door. And there are many ways you can offer a service that transforms clients into referral-machines and greater money-makers.

Perhaps chief among them, is the recommendation of tools that will help them streamline operations on a day-to-day basis. We take a look at how you can harness the power of platform referrals to improve your clients' efficiency, strengthen your relationship and eventually, become more profitable. But first, we must address accountants' importance to SMBs.

The backbone of small business

For small businesses, the importance of your work as an accountant cannot be overstated. **You offer more than bookkeeping and tax returns – you save companies time and money and help SMBs grow.** The list of tasks typically assigned to the profession outlines your importance, even if it sells it short, from accounts preparation, to audits to assurance reviews on financial statements.

Of course, these tasks need to be carried out correctly if a small business is to grow. Many SMB owners, for example, simply don't have the time to do their taxes, or lack the knowledge to correctly classify their business, which is where you come in.

Indeed, you will know that your role in supporting an SMB is wide-ranging. Beyond intelligent reporting, thorough bookkeeping and other fiscal duties; **accountants are trusted advisors who deliver the holy grail to a small business owner: you make their lives easier.**

And SMB owners need someone to make their lives easier. Half of SMBs fail in their first five years, simply because they can't handle the financial, regulatory and industry pressures weighing down on them.



You are there to alleviate these pressures and help businesses navigate the murky waters of growth. And one of the ways they can do this, is by recommending tools or platforms that will help SMBs streamline efficiency and save them time and money.

The power of platform referral

Ask yourself a question: if someone recommended a tool that made your job a great deal easier, how would you feel about said person? Chances are you'd be grateful. You might even feel indebted to them. One thing is for certain: you'd know that their advice was credible, reliable and that they know what they are talking about.

This is why platform referrals matter

Recommending a tool that streamlines how you work with a business, improving their efficiency and generally saving both parties a great deal of money, demonstrates to clients that you know what they need, when they need it. This can lead to happy customers, more referrals, and potentially, greater profit. The trick, however, is to find a platform worth referring. Offer up a dud, and it's the equivalent of recommending a restaurant serving cold meat and undercooked veg – chances are, your advice will be a little less sought after.

NCR Silver can be added to your toolkit as a trusted business platform both you and your customers can benefit from. It offers up robust and real-time reporting that allows you to export and manage payroll and financials for your customers, making your life easier.

And while these benefits should appeal to those in your profession, the features available to SMBs will ensure that any referral is a success for both parties. More than just a point of sale, NCR Silver provides:



Reporting and analytics



Employee and inventory management



Integrated ecommerce platform



Loyalty and email marketing tools

With NCR Silver, you're recommending clients a single platform that can, among other things, tackle operational efficiency, offer greater, actionable insight into their business' data and enable them to tailor their offerings to customers' every preference.

And if making your clients' lives easier isn't enough, the NCR Silver Partner Programme offers a healthy financial incentive that requires little more than a form submission on NCR's Partner Portal. Just refer your customers over to NCR, and they'll handle the rest – from customer support, to training to consultation.

There is no greater way of building trust than to make your clients' lives easier, and to save them time and money. The right platform referrals can achieve all of this, and be the foundation on which strong relationships, regular referrals, and profitability are built for both SMBs and accountants.

If you want to find out more about NCR Silver, and the NCR Silver Partner Programme, please visit:
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