

Practice



Monday

Education



Tuesday

Tax



Wednesday

A&amp;A



Thursday

Technology



Friday

A Conference on  
Marketing,  
Sales &  
Firm Growth.

WINNING  
Clients REVERYTHING

October 18-19, 2012  
Bellagio Las Vegas  
[WinningClientsConference.com](http://WinningClientsConference.com)

## VOICE OF THE EDITOR

## Value-Added Services + Exceeding Client Expectations = Success

More and more state societies are getting involved in the CPA Day of Service. Learn how CPAs in four states helped those in need this year. If you've been scratching your head over how to offer clients more value-added services, Gary Boomer outlines ten ways to go about it. And Jack LaRue explains why exceeding client expectations builds customer satisfaction.



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## TIP OF THE DAY

A growing number of accounting professionals face too many interruptions, have too much to do, and not enough time to do it. If this happens to be your lot, and you've been looking for solutions, you're here. The first thing to do . . . is to scan your environment for resources you're not employing.

**Read more**

- Jeff Davidson, "The Work-Life Balance Expert®"

## PRACTICE HEADLINES

### → CPA Societies Sponsor Selfless Service

The CPA Day of Service is a day when thousands of accountants from CPA societies across the country will put down their tablets and pick up everything from paintbrushes to rakes to spatulas and volunteer in their communities.

### → 10 Strategies to Improve Client Accounting Services

Clint Eastwood in *The Rookie* said, "If you want a guarantee, buy a toaster." There is no question that many CPA firms are conservative, but are they so conservative that they are missing value-added opportunities?

### → What Did You Expect?

It's not that any of us purposely want to mislead our customers, but most of us are optimists. We want to communicate what we hope to deliver, and we often fear that under-promising could disappoint a customer.

## SPONSORED LINKS

→ [The Winning Clients is Everything Conference – Oct. 18-19 – Las Vegas](#)

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