

TOP 3

Top three advisory battles you don't know you're fighting and how to win them!

BATTLE 1

The "quick question"



You know the one — 'hey, I've got a quick question' that is never quick



Research shows that for every interruption you face, it takes at least **23 minutes** to refocus.¹



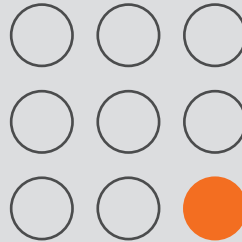
For a 5-minute "quick question" from a client, you lose **28 minutes** of productivity

Stop with the "quick question" calls and take the opportunity to turn a "quick" accounting question into a value proposition for advisory

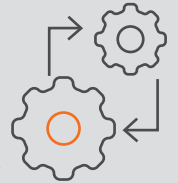


BATTLE 2

The "one-off"



Some clients present unique challenges, but that doesn't mean your business processes need to change to meet their needs — in fact, they shouldn't



Businesses who practice standardized processes, see:

Typical operating expense reductions of **9-10%**²



Start with your process and fit it to the client, not the other way around

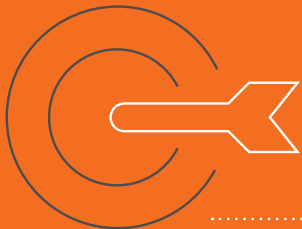


Increases in quality of service provided by up to **20%**²



BATTLE 3

The "can we run through this one more time?"



Humans process visual data better

Most people only read **20-28%** of words they see on a page³

leaving most information unseen and unknown



Visual information is processed **60,000x faster** in the brain than text⁴

In a recent survey³, **95%** of B2B customers said they want shorter and highly visual content



Turning a client's numbers into visuals will allow for increased comprehension and more impactful conversations



¹ https://www.ics.uci.edu/~gmark/Home_page/Publications_files/CHI%202018%20Workplace%20Distractions.pdf

² https://www.accenture.com/vn-en/~/_media/centure/conversion-assets/dotcom/documents/global/pdf/industries_6/accenture-federal-implementing-business-process-standardization-in-government-organizations.pdf

³ <https://movableink.com/blog/29-incredible-stats-that-prove-the-power-of-visual-marketing/>

⁴ [https://blog.hubspot.com/blog/tabid/6307/bid/33423/19-reasons-you-should-include-visual-content-in-your-marketing-data.aspx#:~:text=1\)%2090%25%20of%20information%20transmitted,%3A%20Zabisco\)%20tweet%20This%20Stat!](https://blog.hubspot.com/blog/tabid/6307/bid/33423/19-reasons-you-should-include-visual-content-in-your-marketing-data.aspx#:~:text=1)%2090%25%20of%20information%20transmitted,%3A%20Zabisco)%20tweet%20This%20Stat!)