

Build a Sustainable, Saleable Professional Practice

In his May 2007 article entitled “Who will buy a Slightly-Used Practice”, Grant Robinson, FCA acknowledges the challenges to making a professional services firm saleable and offers tips on ensuring a voluntary sale.

A key component of a voluntary sale is to create a practice that has the ability to adapt to the future.

The SuccessCare® Program can help you build that practice.

Create a Specialty Service

Engage New Clients

Up-sell to Existing Clients

How to Develop your Business Advisory Practice

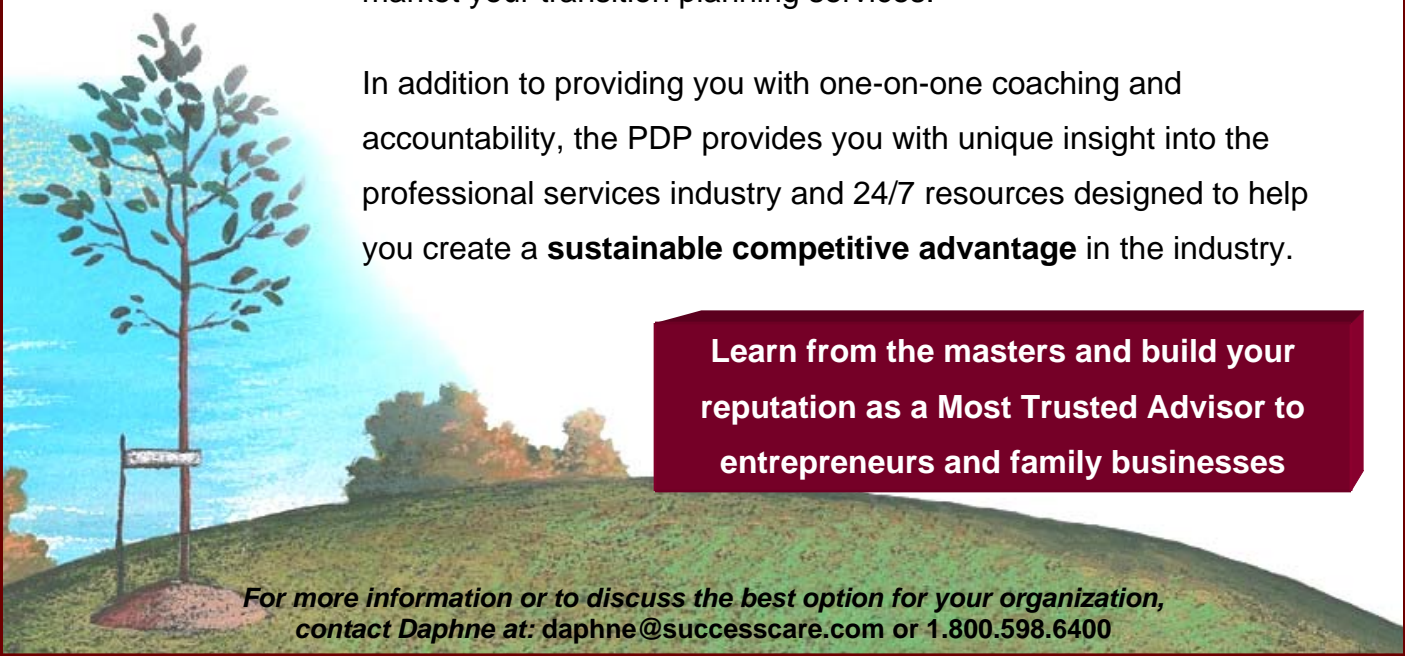
As a graduate of The Role of the Most Trusted Advisor program, you have a great base from which to:

- *Become recognized for your multi-disciplinary approach to advising entrepreneurial and family-owned businesses.*
- *Set yourself apart from other professional services firms in your geographic region.*
- *Leverage your initial investment in the SuccessCare training program.*

The SuccessCare[®] Program is pleased to offer you more of our expertise in reaching the above objectives. Through our **Practice Development Program (PDP)** you will receive customized support to develop your entrepreneurial / family business advisory practice and market your transition planning services.

In addition to providing you with one-on-one coaching and accountability, the PDP provides you with unique insight into the professional services industry and 24/7 resources designed to help you create a **sustainable competitive advantage** in the industry.

Learn from the masters and build your reputation as a Most Trusted Advisor to entrepreneurs and family businesses



For more information or to discuss the best option for your organization, contact Daphne at: daphne@successcare.com or 1.800.598.6400

Practice Development Program

Purpose

To promote you as a Most Trusted Business Advisor through your delivery of high-value knowledge, experience and advice to entrepreneurs and business families while creating a ***sustainable competitive advantage***.

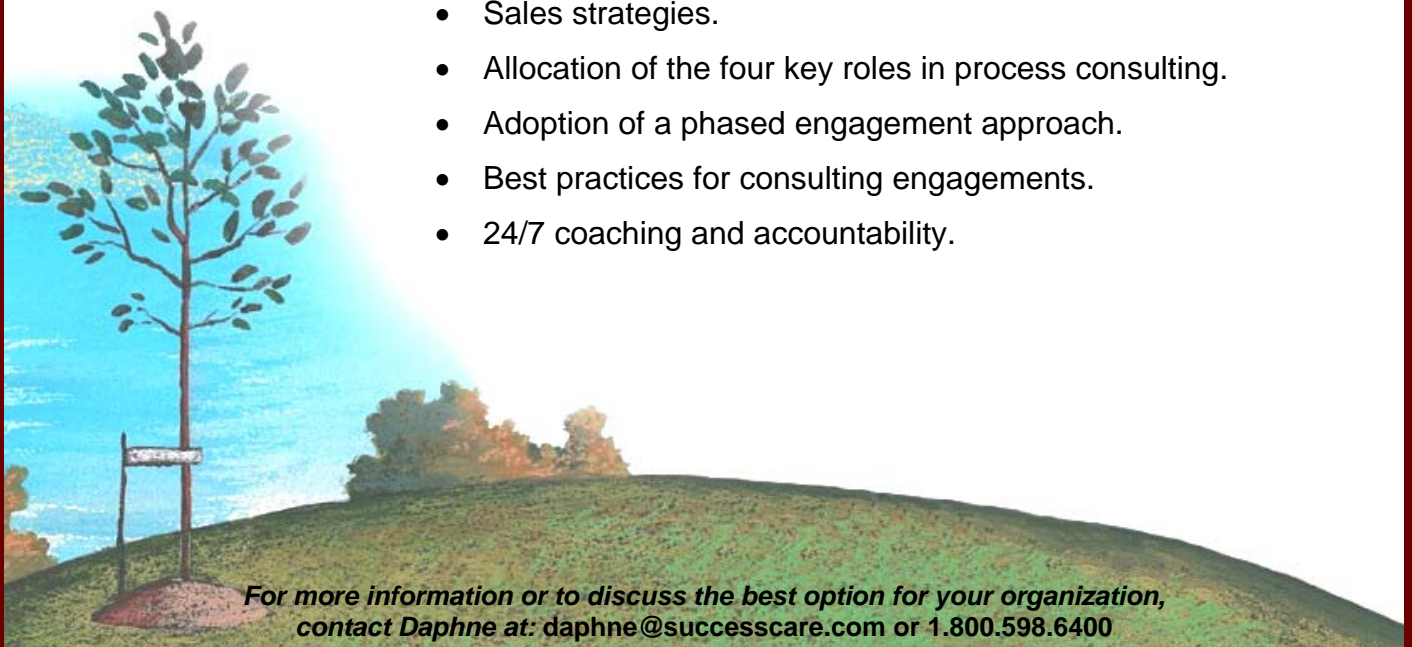
Payoff

As an advisor who has committed the resources required to lead the way in the industry, you will be able to truly, effectively and profitably service the transition planning market. Not only will you be able to take advantage of the consulting engagements afforded by the impending leadership changes in entrepreneurial and family businesses, you will have taken concrete steps to increase the salability of your own professional services practice.

Process

You will be guided through a customized program that addresses the key components of a successful transition planning services firm. You will be able to choose from a variety of available value propositions.

- Principles and strategies for a successful practice.
- External and internal marketing plans.
- Sales strategies.
- Allocation of the four key roles in process consulting.
- Adoption of a phased engagement approach.
- Best practices for consulting engagements.
- 24/7 coaching and accountability.




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When to Engage Professional Help

- You are struggling to find the commitment, time and resources required to meet your objective of becoming a Most Trusted Business Advisor.
- You recognize that active, visible partner buy-in is essential to the success of any business development plan.
- You need strategies to set your firm apart from other professional service firms to attract and retain new business and new talent.
- You need an independent viewpoint from someone who fully appreciates the obstacles professional services firms face in developing the consulting arm of the practice.
- You need support in areas that fall outside your unique ability or for which you do not have suitable internal resources.
- You struggle to ensure that the current client work is not compromised and that chargeable hours are maintained.
- You recognize the benefits of having a coach and project champion to close the implementation gap.

Why Engage SuccessCare?

No other organization better understands what needs to be done to ensure your firm can build a viable, sustainable consulting practice.



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Introducing Your Coach

Jeff Noble, BA, CMC

Jeff's expertise is helping entrepreneurs create world-class sustainable businesses. His personal background in a fourth generation family business and subsequent fifteen years of experience consulting to privately-owned businesses has earned him the reputation of a sensitive professional and a true process consultant who is truly passionate about his work.




Having been a strategic team member and director of the consulting division of two Ontario accounting firms during the past ten years, Jeff is well-qualified to support your organization. As a Certified Management Consultant, Jeff is accredited for his expertise in consulting and adherence to the highest standards of ethics. In addition to his focus on growth and development, he emphasizes unique relationships and values in his coaching process in order to optimize both partnership and business value.

Jeff is also a registered CAFÉ family business advisor, a member of the CAFÉ board, and a trained CAFÉ facilitator.

We are delighted to have Jeff on the SuccessCare team. He is a very dedicated professional who will be a real catalyst in enhancing your success. Having been a SuccessCare Affiliated Advisor for some time, Jeff is well-versed in the SuccessCare tools and processes.

Grant C Robinson, Director of SuccessCare

A young tree with green leaves stands on a grassy hill. A signpost is visible near the base of the tree. The background shows a blue sky and a body of water.

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How the Program Works

Initial Consultation ~ The Qualification Meeting

At a complimentary introductory meeting, you will learn about our phased consulting process and be able to discuss the value proposition that the SuccessCare Practice Development Program offers together with the level of support you might need.

Phase One ~ The Strategy Phase

The Objectives are to:

- Define your firms' common interest and identify obstacles.
- Develop strategies for success.
- Budget for implementation.
- Allocate resources.

The Process:

- We work with both you and the rest of your partnership team for either one, two or at the most three days to define your principles and strategies for success, and develop a results-driven action plan.

Phase Two ~ The Implementation Phase

The Objectives are to:

- Ensure the short-term burning issues are addressed so you can move on to the bigger things.
- Increase short-term profit.
- Set the foundation for your sustainable, sought-after, value-added advisory practice.

The Process:

- For a pre-determined number of consulting hours each month, we work with the project champion to implement the action items. You choose the value proposition that best meets your needs: anything from a half-day to three days per month. All options include 24/7 email coaching.

Your Phase One Investment:

	Regular Price	Affiliated Advisor Price	You Save
1 Day	\$4,000	\$3,000	\$1,000
2 Days	\$7,500	\$5,500	\$2,000
3 Days	\$10,500	\$7,500	\$3,000

Your Phase Two Investment:

	Regular Price	Affiliated Advisor Price	You Save
½ Day / Mth	\$2,200	\$1,800	\$ 400
1 Day / Mth	\$4,000	\$3,000	\$1,000
2 Days / Mth	\$7,500	\$5,500	\$2,000
3 Days / Mth	\$10,500	\$7,500	\$3,000

To arrange for a complimentary discussion around the best option for your organization, contact Daphne McGuffin at: daphne@successcare.com or 1.800.598.6400