

Go Farther and Grow Faster with Client Loyalty Assessments



Client satisfaction is great. But it's not enough. What you want is Client LOYALTY. Whitman Business Advisors has joined together with **Value Drivers LLC** to offer customized Client Loyalty Assessments and develop strategic plans for your firm to capitalize on what you're doing right, and improve in the areas your clients identify.



Our nationwide reach, our commitment to working with CPA firms exclusively, and the breadth and depth of our advisor talent, is what makes

**WHITMAN
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ADVISORS** LLC

a leading CPA firm consultancy.

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Do you know how much untapped growth potential is sitting in your current client base?

Loyalty can be used as predictor of future buying behavior and complements satisfaction surveys -- but they are not substitutes for each other.

Our client loyalty assessment process is an in-depth exploration of your client base.

Value Drivers LLC works with you to:

- > Reveal the strategic issues your clients are facing
- > Uncover additional services your clients want and need
- > Identify which clients are likely to refer you to others and those vulnerable to the advances of your competitors
- > Reveal how many of your competitors your clients are using
- > Identify gaps in perceptions between your clients and your partners

Save or strengthen just one relationship, and you will more than recoup your investment in an assessment.