



Greatest Hits 2012-2014

UPWARD SPIRAL PARTNERSHIP

The list below contains the highest rated audience feedback (90% Top Approval Rating or higher) for keynotes given from 2012-2014 to audiences containing firms from the following territories:

SIDE ONE

01. United Kingdom
02. United States
03. The Republic of Ireland
04. France
05. Germany
06. Spain

SIDE TWO

07. Latvia
08. Cyprus
09. Malta
10. Lebanon
11. Belgium
12. Portugal
13. Mexico

LONG PLAY 33 $\frac{1}{3}$ R.P.M (recommendations per meeting)



1. Differentiation Like Never Before [60 mins]

Voted One of the Top 5 sessions at the 2014 Intuit Scaling New Heights Conference in Texas, this is a cautionary look into the mindset of the business owners who choose to move from firms who merely 'count it' to firms who absolutely 'gets it'. Become one of the latter.

2. Winning Your First Client [90 mins]

Learn THE most powerful secret ingredient missing from all accounting firm sales training that accountancy sales efforts fall flat without.

3. Building The Pipeline [90 mins]

Though most firms doubt it before they experience it for themselves; in 120 minutes we'll create a new pipeline of prospects for your firm and identify those that can have the highest likelihood of coming on board with you, at the highest level of fee, with the lowest level of chargeable time required to make it happen. See for yourself.

4. Resolving Concerns [90 mins]

The course of winning quality new clients never runs smoothly. However, there are only a certain number of concerns that are ever raised. Learn how to handle them correctly, professionally and promptly.

5. Preparing & Presenting The Proposal [90 mins]

How to ensure that when the time comes to ask for the business, you've stacked the odds in your favour and you never hear another 'no'.

6. Passport to Partnership [90 mins]

Research shows that in many firms, partners do not view managers as being 'partner-material' because they feel that the manager does not exhibit the appropriate traits they are looking for. In turn, the manager is not aware of the traits being sought after and

while some requirements may be just plain common sense, others are not necessarily as innate or intrinsic to the individual.

That doesn't mean that an individual can't achieve their career goals however. In fact, research findings have proven that the exact opposite is the case. Participants of this program will learn what traits constitute the 'DNA' of successful partners and develop personal plans to achieve level of partnership in the firm.

Topics Covered:

- The impasse behind the succession 'crisis' in the accounting profession
- The research premise
- The research consensus
- The molecules that constitute Partner 'DNA'
- Case studies of those who've bridged the gap

7. Business Development On A Budget [90 mins]

Most training sessions impart knowledge for the benefit and growth of you and your firm. This workshop goes further than ever before and is only for those practitioners who are SERIOUS about growing their portfolio of fees. We'll make more progress towards developing new business in this session than in most months in most firms. This is the process of bridging the knowing-doing gap. Attendees will need their diaries, their mobile phones and their growth aspirations for us to begin to turn them into reality.

Topics Covered:

- The implementation of your growth strategy for 2015

8. Closing The Knowing Doing Gap [90 mins]

Become a do-er rather than a procrastinator as a result of this practical workshop to take sales theory and turn it into sales outcomes.

9. Effective Language [90 mins]

Develop your own cliché free, technique free, pressure free simple, natural ways to communicate your value to your prospective clients in a way that resonates with them like never before.

10. The First Meeting [60 mins]

Master the why, what and how of making sure you don't need a second chance to make a strong first impression.

Each of the above are available as 90 minute and 1 hour versions.



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The Upward Spiral Partnership (or USP for short) is the UK based consulting firm that specialises in the implementation of professional selling skills and leadership development for partners and senior managers in the Accounting Profession.

Previously, Martin served 10 years on the board of the UK's leading provider of high quality new business appointments for Accountancy firms. There, he held the responsibility for the client base including six of the UK's Top 30 firms of accountants. He now consults with accounting firms in the UK, Europe and the USA.

He has worked with several hundred accounting firms internationally to grow their gross recurring fee bases. He is engaged by his clients to transfer skills to their practice, often in business development disciplines, via personal demonstration, training, consulting, coaching, mentoring and research content.

The outcome of this work is new business for the practices, alongside the fine-tuning of teams of partners and emerging leaders who go on to be able to create and close new opportunities for themselves, without significant third party assistance.