



5 Questions to Win Clients for the Long-Term

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What is the secret to startup accounting?

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Align on the value of your services

1. Who has ownership of accounting within the business?
2. How many manual labor hours are spent on the close every month?

Select the right accounting technology for the client

3. What is the industry? Company size?
4. What are the business strengths and weaknesses?
5. Where do you see yourself in 3-5 years?



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What is something that surprises people, knowing you're an accountant?

Sharon Muchow
Ms. Accountability



I crochet hideous blankets to give to unsuspecting friends at the holidays.