

PENMAN STRATEGIC



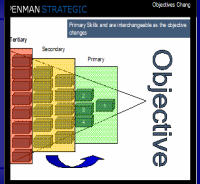
ACCOUNTANCY
IMPROVAL[®]

*Profit
from
Penman*

Differentiate Better Client Retention Unique Simple Affordable New Clients

Our
Concept

When two professions collide - sparks will fly...
Credit Management + Accountancy = 3 !!!
Training that is focused on differentiating your practice ✓



Our
History

We accredited 125 Management Consultants - as approved advisors
They understand accounts from a *Credit Management* perspective.
This knowledge is our channel to the SME Market



Our
Trainer

30 years Credit Industry | | Former MD Equifax Commercial | |
Chairman BIPA (Business Information Providers Assoc)
Group Analysis Director - The Infocheck Group, D&B Trained

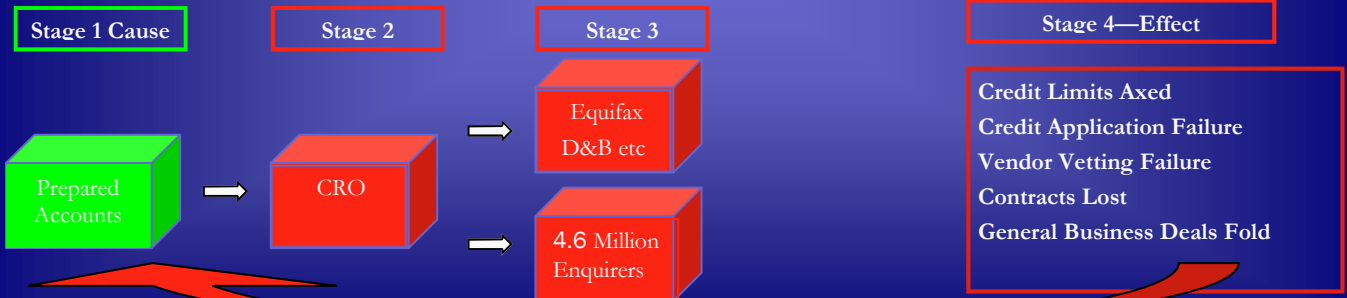


ACCOUNTANCY **IMPROVAL**[®]

Is differentiation of your practice the way forward?

Only Penman trained Accountancy Firms treat the preparation and filing of abbreviated, medium and full accounts as a “managed process” following the Penman Commandments resulting in a superbly **improved** service to your Limited Company clients.

In an atmosphere of due care, attention and compliance Accountancy **Improval** simply shows you how to be right, in the eyes of your clients, in more ways than your competitors have ever considered.



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www.accimproval.co.uk

ACCOUNTANCY IMPPROVAL © What is it?

AI bridges the gap between Accountancy & Credit Management. The gap is significant leaving Accountancy firms exposed as it creates serious business issues for clients.

- Penman Approval closes this gap using knowledge from experts in Credit Management.
- It is unique as no other company has the knowledge to deliver this course.
- Use it and your clients will value your business in a different light.
- Your clients will know you take their business more seriously than other firms.
- You will be helping your clients to develop faster than any other accountant can.
- You will be looking after your clients business not just their books.

ACCOUNTANCY IMPPROVAL © What are the benefits?

Penman Approved Accountancy firms will be clearly seen to be providing a more rounded and professional service increasing the perception of your value in the eyes of your clients.

That means differentiation, moving up the value chain, stronger client relations and enhanced client retention.

Lock Out Your Competition **AI** locks out your competition. An SME MD would have too much to lose by going to any non Penman Approved Practice.

Get Closer To Your Clients **AI** means powerful dialogue and by being proactive you will identify new billing opportunities.

Bring Forward Billing Events. **AI** means you will be asked to work sooner in a majority of occasions and seen to be the good guys for doing so.

CRM - You Know Accounts Are Filed Every Year. **AI** is performed annually so you get to impress every year.

Protect Your Client Base **AI** will force you to think about some potential risks that will not have occurred to you. Currently you are likely to be exposed.

Revenues, Reputation, Risk, Retention **AI** improves them all.

Accountancy Improvement® - Summary

It's plain to see why Accountancy Improvement® is right for your practice. It's not just a training day with implementation support. It's a paradigm shift for your accountancy business.

Training - One Day Course The course covers Filing, What to File, Risk Analysis and Content – of statutory accounting. But before you can truly appreciate the importance of these sections you need to know how an analyst reacts to your work.

Support Our experience of training 125 Management Consultants means the course is tried and tested in the field. It is a lot to master in one day so we include trainer telephone support to work through your first 5 live cases.

Course Materials + The System You will be issued with your Penman Approved vector graphic , training manual, client assessment papers.

Web Entry As a Penman Approved Advisor your firm will be registered on the list of accountancy practices that are authorised to use the vector graphic & process

Other Benefits

- Ω Enrol as a Penman Approved Supplier free (Saving £5000)
- Ω The opportunity to network with 125 SME Advisors
- Ω Free detailed information to support your client work
- Ω Protect your Limited company clients from Corporate Hi-Jacking
- Ω Help your clients cash-flow with the Penman Cash Flow service
- Ω Enjoy new revenue streams including access to The Penman Competitor File

Penman Approval – Costs: The training course, one candidate, accreditation and all the supporting material costs £4,500 excluding VAT. Approval is valid for 1 year and renewable at 50% of joining fee.

Penman Approved Accountancy Training

Call 01555 893727

“A paradigm shift in accountancy excellence”

The bar has just been raised

*Lone practitioners
enjoy £2,000
discount*