

# PENMAN STRATEGIC



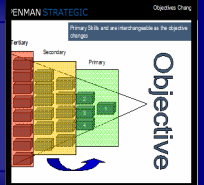
**ACCOUNTANCY**  
**IMPROVAL**<sup>®</sup>

*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 !!!  
10 Commandments that differentiate your practice



**Our  
History**

We accredited 120 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

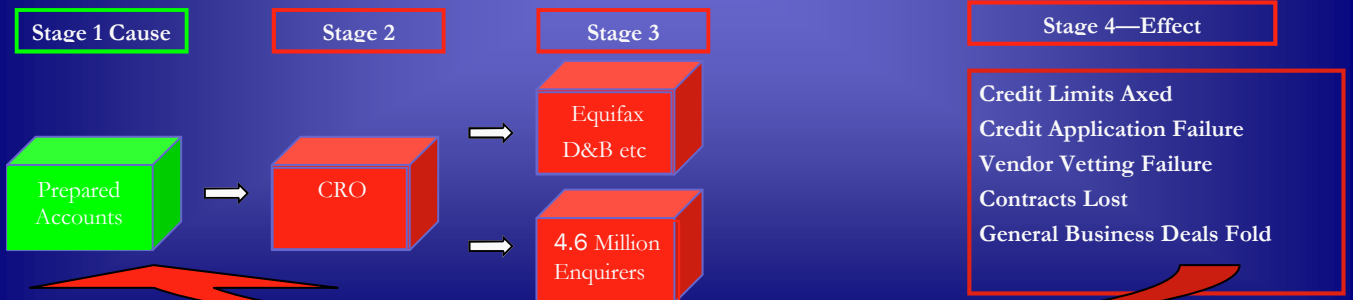


## **ACCOUNTANCY IMPROVAL**<sup>®</sup>

Is differentiation of your practice the way forwards?

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](http://www.accimproval.co.uk)

## **ACCOUNTANCY IMPPROVAL** © What is it?

P10C bridges the gap between Accountancy & Credit Management. The gap is significant leaving Accountancy firms exposed as it creates serious business issues for clients.

- Penman Approved closes this gap using knowledge from experts in Credit Management.
- 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 reduce many of the real business issues facing your clients.

## **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** P10C 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** P10C means powerful dialogue and by being proactive you will identify new billing opportunities.

**Bring Forward Billing Events.** P10C 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.** P10C is performed annually so you get to impress every year.

**Protect Your Client Base** P10C will force you to think about some potential risks that will not have occurred to you. Currently you are likely to be exposed.

**Revenues, Renewals, Reputation, Reduce Regulation Risk, Retention** P10C improves them all.

## *Example Accountancy Client Statement*

Your accounts have been prepared in-line with new Credit Management guidelines designed to help develop your business faster and better. Only Penman Approved Accountancy Practices have made this investment to help your business.

**We have treated the filing of your accounts as a managed process:** Many companies run into Credit Approval or Vendor vetting challenges based on accounts. We have optimised your accounts in 10 ways.

**Risk Assessment:** We have prepared your accounts whilst considering the needs and routines followed by the Credit Reference Industry.

**Credit Management:** We ensure your business is seen in the best light possible and that includes enhanced and special treatment on variety of financial issues.

**Optimised Accounting:** Timing on accounting can be the difference between business issues or plain sailing - we will advise on the best approach for you.

**Legislation Changes:** We have considered legislation changes from three perspectives: Accountancy, Credit Management & Your Needs.

**All Accountancy Firms are not the same - Our investment in our business is your guarantee that we are right for your business.**

**Helping you reduce cash burn through enhanced credit standing. Helping you generate revenues by minimising vendor vetting issues. Not all accountants are the same.**



Penman Strategic Limited warrants that firms who have been approved by Penman have been fully trained in understanding the serious impact that the poor treatment of account preparation can have on businesses from a Credit Management perspective.

Penman Strategic Limited considers itself to be expert in the field of Credit Management with experienced officers who have operated at very senior levels within the Business Information Industry and helped, as an example, to guide that industry through chairing the Business Information Provider Association (B.I.P.A.).

## *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 P10C but before you can truly appreciate the importance of P10C you will be trained to see the world as an analyst sees it. How do they react to the accounts you file?

**Support** Our experience of training 120 Management Consultants shows us that one day is not enough to truly master the art 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, The Penman Strategic 100 page training manual, Client Assessment Papers and printing guide on what your "Accountancy Client Statement" must contain to maintain your approval status.

**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 Enroll as a Penman Approved Supplier free (Saving £5000)
- Ω Opportunity to network with 120 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 £1,000 excluding Vat

Call 01560 329110

### **Penman Approved Accountancy Training**

**"A paradigm shift in accountancy excellence"**

**The bar has just been raised**

*See special  
introductory  
offers  
overleaf*

## Accountancy *Im*proval<sup>©</sup> – is it right for your firm?

There are varying level of expertise, experience and business knowledge within accountancy practices. How does Penman know that our practice will benefit from this course?

**Take the A&CMA Test Free:** Visit [www.accimproval.co.uk](http://www.accimproval.co.uk). Register your e-mail and receive “The Accountancy & Credit Management Assessment Test” or email [stewart@penmanstrategic.co.uk](mailto:stewart@penmanstrategic.co.uk) Ref A&CM Exam. We will send you two scores.

**Penman GS Score:** This is your Penman General Score and you should score 100%. If you score less than 100% you would benefit from the course in any regard. If you score less than 60% it is accountancy training you need not us!

**Penman CM Score:** The same answers are assessed from a Credit Management perspective resulting in your PCM Score. We expect you to fail this simply because few people have been trained in it.

**Penman Premier League!** Track how well you did on our Premier League Table available at [www.accimproval.co.uk](http://www.accimproval.co.uk). Each applicant is assigned a User Name for display confidentiality.

### Special Offers

**The Early Bird** - First 20 candidates booked (and paid for) get 50% off the cost of the course! Example 1 Course & 4 Delegates would ordinarily be £4,500 + £1500 (One delegate included in the £4,500) however by being one of the first 20 Candidates to book you would get this for only - well you do the maths!

**Lone Practitioners reserve a place at only £2,000** Penman supports lone practitioners and are delighted to substantially discount your course cost to £2,000. (Cannot be used in conjunction with any other offer.) All prices exclude VAT

Fifty Percent  
Reduction  
for  
early birds

### Penman Approved Accountancy Training

“When your client knows it all -  
its time to teach them the rest”

Save £1,000  
by booking  
a course in  
December