



Targeted Testimonials

Turning your clients' **praises**
and **accolades** into a **dynamic** business
development tool.

By Howard W. Wolosky

Perhaps accountants are a bit narcissistic in their marketing efforts. What professional doesn't say he or she is doing a great job? A more interesting approach, rather than self-promotion, uses others to speak for you.

"It is so much more powerful for someone else to tell your story than for you to do it," suggests Tracy Crevar, firm director of marketing and business development for the North Carolina accounting firm of Dixon Odom. That is probably why her firm so extensively uses client testimonials in its proposals, brochures, on its Web site, and on signs displayed at trade show booths. There even have framed letters that are hung in reception areas.

Rick Fedorovich, managing partner of the Akron, Ohio accounting firm of Bober, Markey, Fedorovich & Company, also swears by them. "We can sit there with a prospect all day and bore them about how great we are. But people in the community that own businesses and are recognizable are pretty compelling when they are talking to a prospective client," he concludes.

Jean Marie Caragher, president of Capstone Marketing, a marketing consulting company for the accounting profession in Marietta, Ga., believes that "Testimonials are one of the most fabulous

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