

BOWMAN'S ACCOUNTING REPORT

SPECIAL
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SPECIAL REPORT

ARE YOU TARGETING ARTHUR ANDERSEN CLIENTS? MOST FIRMS AREN'T

More than half of firms have not, or do not plan to do within the next 30 days, created a plan to target Arthur Andersen clients, according to a survey by Capstone Marketing, Marietta, Ga. "The results are not really surprising," says Jean Caragher, Capstone president. "The Final 4 don't have to do anything because opportunities are seeking them out. Local firms aren't doing anything because they don't think the vast majority of AA clients match their client base.

"I'm surprised that more regional firms aren't doing some target marketing," she says. "They aren't national, but they do have geographic scope, size, client base and talent; many of their partners and managers have Big 5 backgrounds."

MARKETING PLAN TARGETING AA CLIENTS?

	Yes	No	Next 30 Days
Final 4	100%	0%	0%
National	75	25	0
Regional	41	50	9
Local	36	60	4

Firms interested in contacting AA clients should canvas their own staff for contacts and do research for which companies may fit the firm profile.

"First, see if any of your partners or managers have relationships with AA partners or managers. Follow up on those prior relationships; they may lead to talent or clients," says Caragher. "Second, research D&B and other databases to see if AA clients fit the scope of services you can provide. Without research, they don't know if which clients might be appropriate prospects."

Some firms are running display ads rather than making direct contact, she says. "Unlike the past, their ads are promoting their sense of integrity and ethics. They aren't directly saying AA goofed, but they are saying 'we're not like that.'" ■