

White Papers

Become the voice of hot industry topics and generate qualified leads.

Establish subject matter expertise and thought leadership while driving high quality leads. White papers are a great way to provide solutions to industry problems, make recommendations for using emerging technologies or expand on research results.

DETAILS

- Subject matter expert author
- Content acquisition (custom or re-purposed)
- Project management & production included
- PDF formatted electronic files
- Registration capabilities (optional)

USEFUL FOR

- Thought leadership
- Revealing industry knowledge
- Show subject matter expertise
- Driving high quality leads



Farming smarter

The Government wants Australian agriculture to continue to have access to the most advanced farming technologies and practices, as well as the skills and labour to drive innovation and growth. Farming smarter also means achieving the right balance between the environment and growth, with sustainable resource management at the heart of this.

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"At a certain level we just have to meet expectations," explains Hayden. "Last night, if it rained in Cleveland, we need to make sure that the driveway was cleaned off.



Doing the assigned work and awaiting projects will be essential to maintaining customer loyalty. But that's table stakes really for professional service firms. Client relationships themselves also have to be managed proactively. Doing that is a matter of communication.

"We try to have many touchpoints with our clients throughout the year," says Jeff Agnew, Chief Operating Officer of Friedman LLP, a top-50 accounting and advisory firm based in New York. "Most accounting and professional service firms generally only have contact with their clients during peak periods. In our case it's usually during tax filing time. But we're reaching out to our clients at least once a month."

Agnew adds that in-person meetings are critical in a world where many companies rely on email to maintain some semblance of regular contact with their clients. His firm makes sure partners and key account managers meet with clients in person multiple times throughout the year. Such meetings are built into their performance assessments.

"Your best sales leads are from your existing clients and contacts," says Agnew. "In a lot of the client conversations that we have, they may ask us about an issue that they have coming up, and about who could handle it. About two-thirds of the time it's work that we can do. It's an immediate business driver."

When it comes to the day-to-day work for its clients, the firm does a number of things that are intended to maintain client engagement and loyalty. The first is a "no excuses" mentality when it comes to meeting project deadlines. They also strive to maintain client teams, which

for client representatives to inform C-suite of issues and to communicate their response.

Maintain a personal touch

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***For more information please contact your Farm Progress account manager.**