

## HOW OUR TAX DIAGNOSTIC SOFTWARE

# HELPED GERALD THOMAS BAG A CLIENT WORTH £20K.



“ We have traditional values and always focus on the personal connection - we want to utilise technology as much as we can but not let it turn us into a sausage factory!” ”

### WHAT MAKES GERALD THOMAS DIFFERENT?

Gerald Thomas have been around over 95 years and are able to assist every client with all financial aspects of their personal and business life. Although they are paving the way, adopting new technologies, they never lose sight of the client. The client is priority.



### CLIENTS JAMIE TARGETS

Jamie focuses on acquiring small businesses, ranging from sole traders through to companies with up to 10 employees.



### CLIENT PROFILE

A sole trader, running a growing start-up florist based in Cardiff, current T/O £50,000. Completed first year of trade and looking into taking on a couple of employees.

### POSITIONING DIAGNOSTAX

“ I'd already delivered a couple of tax diagnostics that day, so I was feeling pretty confident and was into the swing of positioning the process. I simply explained that we'd introduced the software to formalise the process of the questions we would normally ask, she seemed impressed. ”

### THE CLIENT'S OPINION

The tax diagnostic really was an eye-opening experience for her, she said it had given her a better understanding of how tax works, which felt good. She said even though I was reading the questions off a screen, it didn't seem robotic at all.

I was pleased when she told me she'd never been asked any of the questions before, she was totally won over by it.

“ ... she confirmed she wanted to immediately transfer her account to us. We'd won the account. ”

### THE RESULTS

The outcome was three fold to be honest. First of all I followed up with her a couple of days later, where she confirmed she wanted to immediately transfer her accounts to us. We'd won the client.

The process has highlighted that her previous accountant hadn't asked any questions about long term goals. All they were doing was processing the figures and giving her a tax return at the end, that was it. That is where the software helped a lot - asking the right questions, particularly the more advisory based questions.

### IT UNCOVERED TWO MAIN AREAS:

She has someone coming in once a week, working self-employed. So we looked at what would happen if this person was going to become a more permanent fixture in the shop - we needed to look at the employment status tool to make sure that she was legitimately self-employed.

We also discussed incorporation, when the right time to do it was for the tax advantage, as well as the associated perks!

We also briefly discussed VAT because I know it can be a bit of a nightmare for the florists, when they get to that turnover level.

Using Diagnostax we've acquired a new client worth £450 in year 1, but with the growth she is expecting this client will be worth £15 - £20,000 over the next ten years.

### ARE YOU INTERESTED...

“ ...in seeing how you can spot tax advisory issues and win new clients with Diagnostax? Contact us today to get started. ”

“ Using Diagnostax we've acquired a new client worth £450 in 1 year, but with the growth she is expected to be worth £15-£20,000 over the next ten years. ”

All achieved within a 30 minute meeting, using Diagnostax.