

Wolf & Company

CPA Firm Increases Close Rates by Continually Improving its Business Development Skills

Wolf & Company, P.C. is a leading regional certified public accounting and business consulting firm founded in 1911. Today the company has 175 employees with offices in Boston and Springfield, Massachusetts, and Albany, New York. The firm provides clients with assurance, tax, and risk management services, business consulting, and WolfPAC Integrated Risk Management® software.

Challenge

The firm's long history and specialized industry expertise helped it develop a deep understanding of its clients and their businesses. However, that same long history also meant the firm might not be prepared for a changing and increasingly competitive business environment.

The approach of the firm's 100-year anniversary had motivated the partners to take a hard look at the firm.

Wolf retained RAIN Group to grow the firm, a major component of which was to strengthen business development.

Solutions

As a member of Wolf's executive committee, Jerry Gagne was responsible for the firm's marketing initiatives and business development strategy. Gagne was so pleased with RAIN Group's previous work with the firm that it was natural for him to tap the company to help Wolf improve its business development process.

RAIN Group:

- Conducted a [sales assessment](#) to determine the business development skills needs of senior professionals. This helped pinpoint the areas where individuals and the organization needed improvement.

- Developed a learning and development program for Wolf that included [sales training](#), as well as one-on-one [sales coaching](#) to equip the firm's seller-doers to bring in new business and cross-sell and up-sell existing clients.
- Delivered in-house training sessions to senior professionals to develop their baseline selling skills in creating happy and loyal clients, relationship building, needs analysis, cross-selling, and up-selling.

Using the results of the sales assessment, Wolf prepared its professionals to become evangelists and technicians. The evangelists were trained for public speaking and webinar delivery; the technicians were trained for writing and communicating on technical topics. Having a cadre of senior professionals with business development experience and expertise would allow Wolf to act on opportunities faster and deploy their staff to support the firm's position as a thought leader.

Results

RAIN Group helped Wolf & Company:

- Increase close rates
- Strengthen its business development process
- Improve its business development skills, including pipeline management, relationship building, public speaking, and proposal writing

In addition to making a commitment to maintain an in-house learning and development program, Wolf brings in RAIN Group every year to deliver training and coaching to reinforce its culture of business development.

“What RAIN Group helped us do is focus on our core competencies. They've done a really great job for us. We've worked with them over the past five years now to develop our business development training curriculum.”

Jerry Gagne, Executive Committee, Wolf & Company