



## CLIENT SUCCESS STORY

# Spry Roughley

Accounting firm adds new logos and improves lead conversion rates by 87% following virtual training.

Founded in 1989, Spry Roughley is an established and growing firm of chartered accountants located in Parramatta, Sydney.

Services include audit and assurance, management and financial accounting, taxation and business advice, and wealth planning. Clients include large corporate groups, developing businesses, not-for-profits, investors, and subsidiaries of international companies.

## Challenge

At the firm's strategic retreat, Spry Roughley's Founder and CEO, Martin Roughley, recognized the need to develop the skills of their younger accountants to keep the practice growing.

"We're good at client relationships, but we're not natural sales people. At the retreat we discussed involving our younger, senior accountants in marketing activities to help them be more effective. If we could work on their business development skills, we knew it would lead to more productive conversations," explained Roughley.

Following the retreat, the firm set out to identify a sales training partner that could help their accountants develop skills to attract new clients and engage in quality conversations more quickly.

Roughley and his team began researching various sales training providers and ultimately partnered with RAIN Group to provide virtual training. The initial training program was a tremendous success.

Several years later, there was a new group of young accountants who lacked the same business development skills. After experiencing great success from the first training, the firm knew these professionals would benefit from the same program, so they engaged with RAIN Group again.

"The impact of RAIN Selling has been significant. Now, we have a larger number of rainmakers at an earlier stage in their careers who contribute to business development. More people are approaching us and are comfortable with us because of the quality of our conversations. RAIN Group's training changed the way we talk. For our younger accountants, it provides a framework for having really good client discussions."

Martin Roughley, Founder and CEO, Spry Roughley

## Solutions

RAIN Group virtually delivered the [RAIN Selling: Foundations of Consultative Selling](#) workshop.

"RAIN Group tailored a [virtual training](#) to fit our needs. They provided videos and reading material for our team to review prior to the start, and then guided and challenged us in real-time during our training sessions," explained Roughley

To reinforce the training and ensure the new skills were applied on the job, individuals completed online training lessons and participated in [group coaching](#) sessions via live webcast.

Each live coaching session coincided with the [online training](#) lesson for that week. The structured, goal-oriented sessions covered a variety of topics to help the accountants realize their goals. Between the live virtual sessions, participants had access to their coach to seek out advice about specific selling situations.

"The blended training has worked exceptionally well for our team. The combination of online, on-demand learning and live webcasts coupled with coaching and reinforcement activities resulted in real behavior change and positive business outcomes for the firm. RAIN Group understood our industry and tailored the curriculum specifically to our needs," shared Roughley.

## Results

Following the most recent training, Spry Roughley witnessed numerous successes. Noteworthy highlights include:

- Secured a record-high 46 new clients
- Increased revenues by 11%, much of which was driven by RAIN Group's training
- Improved lead conversion by 87%