



Accelerating Profitable Growth for CPA and Consulting Firms

Sales Strategy, Processes, and Training

OVERVIEW

Fahrenheit Advisors' CPA & Consulting Growth Team partners with professional services firms to optimize business development processes, originate more opportunities, and accelerate growth. We collaborate with you to develop strategy, implement new processes, train teams, and coach your partners and managers. Focus areas include targeting prospects, growing practices, closing deals, cross-selling, and developing referral relationships.

John Atkinson, practice leader, has spent more than 25 years in professional services business development, coaching and training, including 10 years at a top 20 CPA firm. He has helped teams and individual partners at many firms take service lines, industry practices, and individual books-of-business to the next level.



John Atkinson
Sales Transformation
Practice Leader

WHY FAHRENHEIT?

- Direct sales experience for professional services firms
- A practical, not theoretical, approach
- Current on CPA and consulting firm industry trends
- Deep understanding of the typical partner personas
- On-demand resources when needed

SOLUTIONS

- **Growth Strategy & Processes**
Develop targeted strategies and winning methodologies to maximize revenue growth
- **Business Development Training & Coaching**
Arm your team with custom tools to grow new and existing business
- **Fractional & Interim Business Development Leadership**
Deploy on-demand business development professionals to drive growth
- **Partner Retreat Programs**
Benefit from high-impact sales programs at annual and quarterly firm events
- **Win/Loss Reviews**
Gather intelligence and feedback to deepen client relationships and improve future pursuits

FAHRENHEIT
ADVISORS
SALES
TRANSFORMATION
PRACTICE OVERVIEW

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