

# Cross-Selling Additional Services with ProfitCents



## CASE STUDY

### Overview

An accounting firm used [ProfitCents](#) to help identify specific areas a client could improve its financial performance and to demonstrate the firm's ability to help address the client's needs.

### Challenge

A common challenge for accounting firms looking to boost revenue is that many clients are so focused on running the day-to-day business that they don't ask for advice that could improve results both now and in the future. Other clients want help, but if their accountants do not identify issues and offer relevant services beyond traditional tax and accounting work, the client will seek assistance at another firm, jeopardizing the valuable relationship.

### Solution

[Mueller Prost LC](#) chose ProfitCents and its industry benchmarks to play a key role in its proprietary consulting services, X-Vision® Consulting Services. The St. Louis-based firm uses [ProfitCents](#) to help identify and quantify issues that clients may be facing. Recently, the firm ran an industry report and showed a current client how the business compared to peers of the same size and geographic region on key metrics, including current ratio, quick ratio, inventory days, gross profit margin and net profit margin. "It's easy to look at a ProfitCents report and see the gaps between the company's performance and others in its industry," said Gregory Pfeuffer, Mueller Prost's senior manager of consulting services. "It's quick, and it's web-based, so it's accessible anywhere."

### Results

ProfitCents was able to quickly and directly highlight for the client that operating expenses were excessive and inventory days were high. The client hired Mueller Prost to identify causes of these issues, develop strategies for reducing operating expenses and total inventory, and provide other services. "ProfitCents provided an outside, independent perspective that clearly articulated the areas on which to focus and provided a factual basis for our discussions with the client," Pfeuffer said. Further, "ProfitCents strengthened an already strong client relationship and helps position us as a strategic partner rather than just a vendor."

"ProfitCents really helps position us as a strategic partner rather than just a vendor"

Gregory Pfeuffer  
Mueller Prost LC

### Benefits of ProfitCents

- Helps strengthen and protect existing client relationships
- Provides strategic insight that solidifies the firm's role as trusted advisor, differentiating it from competitors
- Provides real-time industry comparisons quickly, opening the door to cross-selling additional advisory services