

Conversations with Tax Clients

In this conversation you will take the trust you've already built with this client, leverage your knowledge of their company, and add in a strategic conversation about their goals and challenges. During this conversation, your aim is to uncover how financing may accelerate their success by advancing their goals, addressing their challenges, saving them money, or stabilizing cash flow. If any of these opportunities are found, you simply share the strategy you're considering, answer their questions, and then get their approval to take next steps.

INTRODUCTION: My goal is always to provide clients with comprehensive support in growing their companies. We've worked together on the tax side, making sure your tax filing is accurate, but that you're not paying a penny more in taxes than is absolutely necessary. But there is a lot more to growing a company, and I'd love to get a better understanding of where you're at to see if any strategies start to jump out that might help you achieve your goals faster. So tell me...

What are your primary business goals for the next 12 to 24 months? Are you planning any significant changes or expansions?

As you work towards these goals, what do you see as your biggest financial challenges or obstacles?

Are there any major investments or purchases you're considering for your business in the near future, such as new equipment, technology, or real estate?

GOALS

Identify how the right financing could accelerate the achievement of their goals.

When it comes to your business's financial future, what keeps you up at night? What are your biggest concerns or uncertainties?

What aspects of your business finances – whether it's managing cash flow, securing funding for growth, or optimizing your tax strategy – do you find particularly challenging or frustrating?

If you could change one thing about your current financial situation or strategy, what would it be?

Have you ever had to turn down an opportunity for growth or a large order or contract due to financial constraints? If so, tell me more about that situation.

CHALLENGES

Identify how the right financing could eliminate or decrease the challenges they face in business.

How would you describe your current cash flow throughout the year? Are there any seasonal fluctuations or pressure points throughout the year?

How do you currently manage your working capital? Are there times when you feel constrained by limited cash flow?

CASH FLOW

Identify how the right financing could address their cash flow challenges.

And what debt does your business currently carry? What are the interest rates? And how much longer do you have on these loans?

Have you ever considered refinancing your existing business debts? What has motivated you in this regard? And what has held you back?

CURRENT DEBT

Identify how refinancing could save them money or improve their cashflow.

TRANSITION: I hear this from so many clients. They [*repeat the client's challenges in your words*]. We actually work with these clients on a few strategies. Here is how it usually works. [*Next, explain the strategy that you'd recommend and why it is beneficial in their situation. Solicit questions, and then get their approval to take next steps.*]