

Attracting new high value clients:

Growth NEXT EXIT

Industry Specialisation Approach Works!

18 months ago, Peter Scolari through Scolari Comerford entered the Bstar Alliance Partner Program to grow its business advisory services and to attract new clients. In October 2009, Bstar launched its first Industry Specialisation Package, 'Pharmacy', to support future growth objectives and Peter was there ready to make hay!

The Package includes up to date industry research information, innovative new client marketing materials, industry specific business valuation tools and staff and succession planning advisory programs.

Peter has used the Pharmacy Industry Specialisation Package's 5 step approach:

1. "We use the New Business Materials to work out the most effective way to contact Pharmacists in our advice region to meet with them and initially confirm their details and to seek permission to send an industry program letter."
2. "We then forward the Package letter and follow up to arrange a convenient time to ideally complete the Bstar Pharmacy Growth and Succession Planning Assessment or to detail the value of the Staff Value Program."
3. "Depending on the outcome of that meeting, we then complete the Assessment and/or Staff Value Program preliminaries with the Pharmacists to identify future advice needs and/or services gaps."
4. "We then use the engagement materials to secure new value-adding fee opportunities."
5. "We at some stage of the discussions seek to offer Pharmacists specialised professional advisory services including a Staff Value Program to engage their retail staff to generate more sales and profits; a key industry need."



"By following a very structured, systemised approach to industry specialisation we are currently enjoying a significant number of new opportunities."

"The training, materials and support from Bstar was invaluable as we had no previous experience in the Pharmacy sector.

"We are looking forward to the Law Package and the other industry specialisation and niche market programs in the pipeline to generate ongoing new client opportunities in 2010 and beyond.

"We believe industry specialisation and niche markets provide professional advisers with a sustainable, cost effective growth strategy to create long term value in this business."



GROWING OR GOING?®