

Mark Holton says, "Clients are asking when their next consultation will be and annual clients are now asking for quarterly consultations."



## Clients and practices win with MYOB ProfitOptimiser

Dynamic Taxation & Training Services (DTTS) prides itself on offering value-added services and advice to keep clients on top of their businesses and ahead of their competitors.

Director Mark Holton says that helping them deliver on this promise is MYOB ProfitOptimiser.

"We were able to see the opportunities that MYOB ProfitOptimiser offered our clients as soon as we were taken through the software. The concept of providing valuable client consultations while increasing the practice's service offering and revenue was very attractive. The software is easy to use and offers our clients the ability to drill down into the financial operation of their businesses and seek effective improvement strategies," said Mark.

### MYOB ProfitOptimiser delivers business advisory work

DTTS uses MYOB ProfitOptimiser predominantly for business advisory work with clients – typically each quarter or at least annually leading up to 30 June. The product is also used for due diligence testing with clients intending to purchase new businesses and for diagnosing the factors relating to clients in financial distress.

"We recently helped a client to decide whether or not to purchase an additional factory bay. Through MYOB ProfitOptimiser we were able to show the client that the purchase of half the space originally planned would generate a higher level of profitability," said Mark.

### Practice increases client consultations

MYOB ProfitOptimiser offers DTTS what they have always wanted in their business – more frequent consultations which add greater value to their business and which provide outstanding benefits to clients.

"I strongly believe our clients are more financially literate since the introduction of MYOB ProfitOptimiser into our practice services. Clients are asking when their next consultation will be and annual clients are now asking for quarterly consultations," says Mark.

### Clients appreciate and understand the financial information from MYOB ProfitOptimiser

"Clients have been very positive about our use of MYOB ProfitOptimiser, with comments like: 'I can now fully understand the financial impact of decisions and their effect on the organisation' and, 'I have wanted this from my accountant for years.' Our customers now have a better understanding and greater 'ownership' of their financial position and appreciate the importance of proactive business planning," said Mark.

DTSS has a standing offer with its MYOB ProfitOptimiser clients: 'If we can't save you money, we won't charge you for our work.' Mark testifies they've never come close to having to deliver on this guarantee.

### DTTS uses MYOB ProfitOptimiser

- as a bureau service to improve clients' financial performance
- to provide annualised and projected financial data
- for interpretation of three key financial drivers: profitability; cash flow; growth
- to develop strategies with clients to devise 'what if' scenario testing
- for goal seeking to visualise future improvements
- for assessment of anticipated taxation position
- to document agreed performance measures