

**RISE**  
ABOVE THE  
COMPETITION



**Visionary Marketing**  
*Exclusively Focused on the  
Accounting Profession*



*Exclusively Focused on  
the Accounting Profession*

## ***Who is Visionary?***

### **Business Development Specialists**

We are a niche business development firm focused exclusively on the accounting profession. Our professionals develop a pipeline of opportunities with prospects, referral sources and centers of influence. For over a decade we have created business development plans and worked closely to help firms across the country win engagements and increase market awareness.

Our staff will evaluate "who" to target, determine "what" messages to use, decide the best times "when" to communicate, and position "why" your firm is the best choice with a prospect. Visionary helps with overall plan development, project strategy and implementation of programs. Our services include:

### **Industry Niches**

- Privately Held Businesses
- Public Companies
- Non Profit Organizations
- Financial Institutions
- Government Agencies
- Schools

***Marketing Leadership    Project Support    Niche Development***

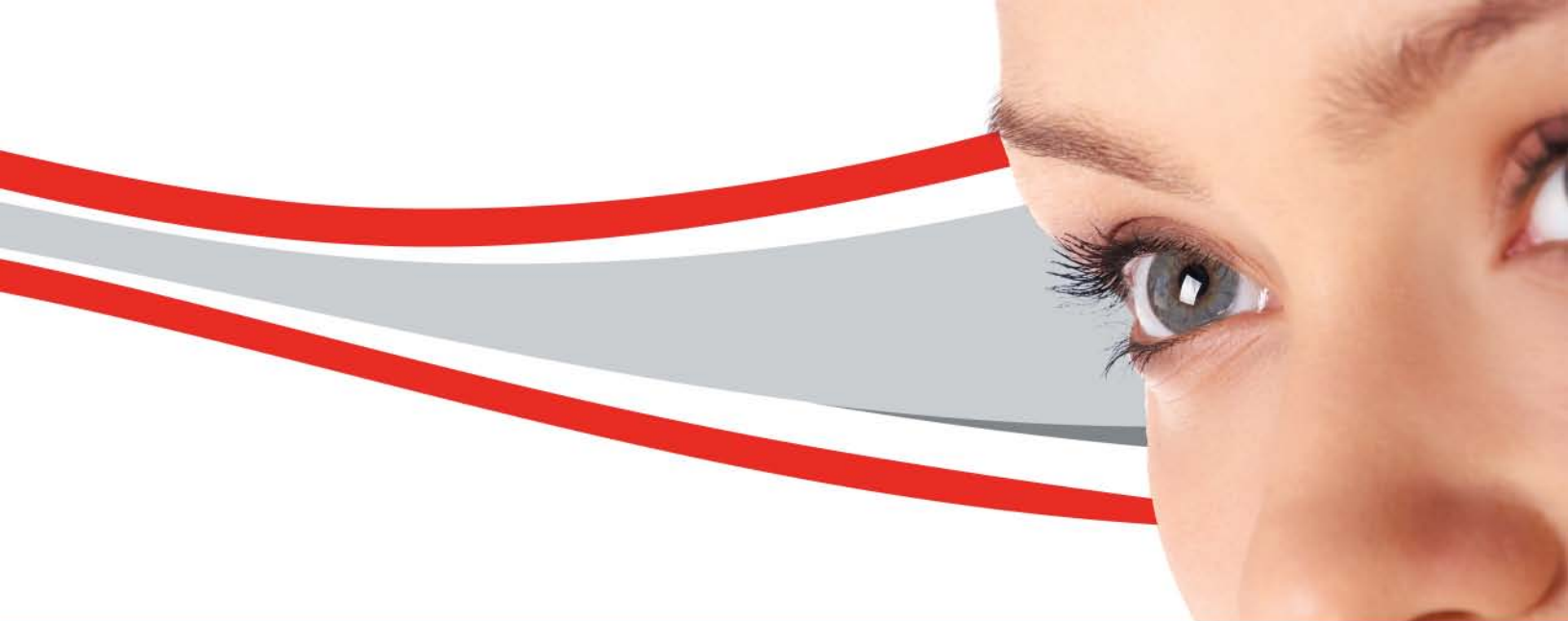
***Marketing Plans    Executive Telemarketing    Nurture Projects***

*Sales Support    Partner Counseling    Literature Design*

*Website Development    E-Mail Marketing*

*Newsletters    Ghost Writing*

**Ask About Our Marketing Roadmap Process!**



## ***Generating Opportunities***

### **We “Touch” Your Prospects**

Visionary increases awareness, reinforces the brand and implements a defined communications process to help win engagements. Successful business development requires repeated efforts to "pull" prospects to firms and "push" services through direct targeting. Success is dependent on timing, new regulations, and staffing or fee changes that occur. Recurring communications with your targeted prospects is a critical part of Visionary's service.

## ***Interacting with CEO's, CFO's, Controllers & Executives!***

Visionary offers individual project or comprehensive support based on each firm's needs.

### **Project Oriented**

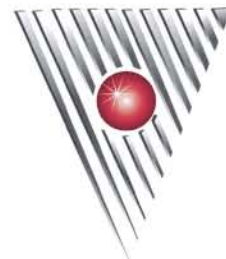
Many firms turn to Visionary to assist with one-time projects or create recurring nurture programs for niche initiatives. In this capacity we assist in-house resources implement segments of the growth plan.

### **Comprehensive Support**

Others turn to us to provide marketing leadership and monthly lead generation. They rely on Visionary to develop a plan and implement each component to maintain a continuous presence with prospects and referral sources.

### **Service Niches**

- Benefit Plan Audits
- CPA Firm Acquisitions
- Sarbanes-Oxley
- Litigation Support
- Business Valuations
- Estate Planning
- Fraud & Forensics



# LANDING NEW BUSINESS

ThinkVisionary.com

800.995.9186

