FOR ACCOUNTANTS · NED / CHAIR

How accountants build advisory by introducing a NED

Transactional work will not fund the firm you want. Advisory will. A Non-Executive Director seat, introduced with a defined cadence, is one of the few advisory products that grows the underlying client rather than competing with monthly compliance.

MAKE THE OFFER REPEATABLE

Do not sell “some consultancy days”. Sell a board seat: about 24 days a year, a 90-day first cycle, reserved matters, KPIs the board can see between meetings. That is a product partners can describe without a twelve-page proposal.

PROTECT THE RELATIONSHIP

The NED who is safe to recommend is the one who will not bid for the audit, the tax planning or the deal fee. R W Progressive is built that way on purpose. Stay on the introduction email. If the client needs an FD or a marketer, they will be told to hire one. Most introductions sit within 100 miles of Bolton, with remote possible further out.

Enquire about a board seat

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Confidential when attached to an introduction · Personal service